



SMACKDOWN

SMACKDOWN MAGAZINE

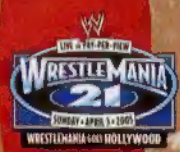
**DIVAS
POSTER
INSIDE!**
Number 2 of 3

**THE
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DEAD**
Undertaker
Lives On

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A Special Holiday Message from the SmackDown! Divas..



Dear SmackDown! Magazine readers,

Presents under the tree, gingerbread cookies in the oven, stockings by the chimney. The holidays are our favorite time of the year, and we're sure that after you check out our special holiday pictorial this month, you'll feel the same way! We hope you have as much fun checking out our pictures as we had posing for them. We may not be able to cuddle up under the mistletoe with each and every one of you, but we hope this is the next best thing.

Seasons Greetings,

Trish Stratus
Lita
Dawn Marie
Love,
Tara Wilson
XOXO



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You sent in your votes on the most outrageous Superstars in WWE history, and now we have the results. Find out who our readers picked as WWE's strangest competitors of all time.

32 God Rest Ye Merry Gentlemen!

It's the holiday season again, and what does that mean? That's right, Divas in Santa Claus outfits! Wait, that wasn't what you were thinking? Well, it will be when you see this pictorial.

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Since 1963, the WWE Championship has represented the pinnacle of glory in the sport. From Buddy and Bruno to Brock and JBL, we've got the complete history of the coveted crown.

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He was once known in WWE as Skinner, but instead of putting opponents down for the count, this time, Steve Keirn has returned to WWE to play an important role behind the scenes.

64 Merciless

They don't call it No Mercy for nothing! Get all the exclusive pix and results of this night of sheer brutality, from JBL's title defense against 'Taker to John Cena's triumph over Booker T for the U.S. Championship.

Cover Photo: Rich Freeda

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Danger is Real with Heidenreich

Recently, it was reported to me that Heidenreich was spotted backstage at *SmackDown!* reading his poetry to other Superstars, and anyone else who would listen—or felt they had to. You're thinking, "Big deal. He does that all the time." But here's the catch: there were no TV cameras present while this was going on. No recording of these events at all, except in the memory of those who were in the right place at the right time to witness it.

In other words, the Heidenreich you see each week on *SmackDown!* is exactly what you get away from the ring when the cameras are off. He's not waiting for an "On the Air" light to turn on in order to turn up the volume. Heidenreich is Heidenreich, plain and simple. The man is not all there. He's a frightening individual, and it's certainly in the best interest of anyone and everyone to stay out of his way.

He's been seen agonizing over his poems in the locker room hours before the start of a show, frantically scribbling maniacal verses on to crumpled pieces of paper. He pours out his cracked rhymes to unfortunate passengers on airplanes who happen to be sitting next to him. He's very serious about it—it means much more to him than simply getting some attention on *SmackDown!* It's embedded deep in his dark heart and twisted soul.

For the most part, people keep their distance from Heidenreich. They're just not sure when he's going to snap next and perpetrate the kind of random acts he's committed against the likes of Michael Cole, Paul London and others. The only man who seems to have any shred of understanding of Heidenreich is Paul Heyman, and even he has apparently been trying to keep his charge at arm's length to an extent. What can that possibly say about an individual when a man

like this function in society, make a living and be rewarded for the kinds of things he does? Heidenreich has found his perfect home.

Heidenreich is the real deal, make no mistake about it. He's a sociopathic misfit whose only solace in life comes from inflicting pain on others. Were he not a WWE Superstar, he would still be out there, somewhere in the world, doing exactly what he's doing now. Composing cryptic poetry in some secluded location.

Wreaking violence on others at will. Except, in the outside world, he'd be suffering some of the consequences of those actions. In the world of WWE, he's free to devastate at will.

Sure, *SmackDown!* has a general manager whose job it is to maintain law and order. But it has been proven in the past, and will continue to be proven in the future—there is nothing Theodore Long can do to deter Heidenreich. He may have power over some of the other Superstars, but in the face of Heidenreich, Long is utterly powerless. And judging by the look on his face when Heidenreich read him that very special poem a few months ago, even Mr. McMahon himself may lack the grapefruits to stand in his way. And that's really saying something.

What possible purpose can Heidenreich have in mind? Does he even think in those terms? There's no way of knowing for sure yet. If anything, his poetry has given us the only precious glimpse into the warped, diseased psyche of this very unique

man. It's easy to imagine that there may be more to him than meets the eye. Like the greatest poet of them all, William Shakespeare, first said:

"Though this be madness, yet there is method in it." (*Hamlet* II.ii.206) ■



like Heyman—corrupt to his very core—is scared of him?

But it's too late now. Heyman has unleashed a monster in WWE, and *SmackDown!* in particular. When you stop and think about it, where else can a man

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ASK THE SUPERSTARS

Got a Question?

You, the readers, have the chance to pick the brains of the *SmackDown!* Superstars on any subject you like!

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Andrew Greene asks:

If you could choose one Superstar, past or present, to team up with, who would it be?

• **Hollywood Hogan**, because he was the one who initially got me interested in doing what I'm doing. Unfortunately, I never got to be in the ring with him as either a teammate or an opponent. That would be something for me.

– **John Cena**



• **Probably Kurt Angle.** I think he and I could have good matches together as a tag team. – **Chavo Guerrero**

• **I'd team up with Sting**, because he's my all-time hero, and my favorite. – **Akio**

• **Probably Owen Hart**, because I think he knew almost everything about wrestling, and he could have helped me, not

only in the ring, but also outside of it. I think we would have gotten along well, and become good friends, which I think is important for a team. – **Paul London**

• **Andre the Giant**, because I'd like to jump off of his shoulders like "Superfly" Jimmy Snuka did. – **Billy Kidman**

• **Dick Murdoch**, because he liked Coors Light. – **JBL**

• **I would team up with Chris Benoit.** He's been the World Heavyweight Champion, and he's the most

aggressive Superstar I know of, and the most aggressive Superstar that I've ever competed against. – **Doug Basham**

• **Terry Funk**, isn't it obvious? – **Bubba Ray Dudley**

• **I think it would have to be Hollywood Hogan.** I've watched him ever since I was a little kid. I idolized the man, and have always wanted to be just like him, even to this day. Back in the '80s, Hogan was just phenomenal. The way he excited a crowd and captivated them, it was like he had them under a trance. I was so jealous of Edge, because when he was on *SmackDown!*, he got to team with Hogan, and he would always rub it in my face. – **D-Von Dudley**



• **I would have to say Rick Martel.** He's one of the best ever. Teaming with him would be awesome, and he and I would draw some huge crowds together. – **René Duprée**


• **My buddy John Cena.** We'd drive together, walk out [of the arena] together, and do everything together. – **Funaki**

• **Stacy Keibler**, because she's my bud. – **Torrie Wilson**



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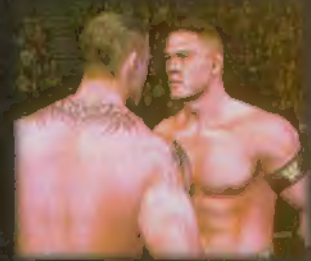
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Opening the Fuzzy, Pink Mailbag



Over the last few months, I've received an abundance of letters and e-mails asking about my physical well-being following the hamstring injury that sidelined me for three months. Since returning, I've spent quite a bit of time frolicking outside the gates with you fans, signing autographs, posing for photos and lending fashion advice to the masses. During these escapades, I've often been overwhelmed with all kinds of questions. From romantic, career and style advice, to personal Rico factoids, these questions prove that my fans are the most inquisitive people in the world.

So, to quench the curiosity of my thousands of well-wishers and make things run a little smoother during my impromptu autograph sessions, I've decided to answer some of my most frequently asked questions right here this month. That's right, my "Runway" is now your "Runway," so ask away.

Are your sideburns real? — Aramus Benítez, Queens, NY

Yes, my sideburns are real. They are 100 percent USDA Grade-A Rico.

Are you really from Las Vegas? — Thomas Bordega, Wichita, KS

Yes, I am. I was born and raised there.

What kind of cologne do you wear? — Becky Turrel, Tucson, AZ
I wear Very Sexy 2.

Who does your makeup? — Kerri Thompson, Cleveland, OH

I do all my own makeup, and I choose all of my own colors. I like to use colors that highlight my face—I call them impact colors.

Where do you get your hair done? — Bruce Turelli, Englewood, NJ

I have a special, exclusive salon called Euphoria Day Care Salon & Spa. My stylist's name is Susan.

Who makes your costumes? — Kevin Kramer, Fairfield, CT

My costumes are from the finest clothiers in Italy—from Milan, Rome, Pesaro and Sicily.

What kind of music do you listen to? — Sammy Preston, Harrisburg, PA

I'm kind of a '70s, '80s and '90s fellow. I can go with Kiss, Iron Maiden and Ratt. I can listen to Motown, Lynyrd Skynyrd—I like all kinds of music. Let's not forget Boy George and Billy Idol, either.

If you won American Gladiators, and worked as a police officer and

a paramedic, why do you wear pink? — Jim Woo, Spokane, WA

Well, I believe that pink shows off my beautiful hazel eyes, and my rosy red cheeks.

Are Charlie Haas & Miss Jackie really together? — Tonya Shrouder, Worcester, MA

I should say so. I mean, I now see myself as a Cupid. Just look at what happened!

Which match of yours is your personal favorite since debuting in WWE? — Matthew Cassone, Indianapolis, IN

I've had several favorite matches. The first that comes to mind is the one in which I won the World Tag Team titles with Rikishi, and the second one was when I won the WWE Tag Team titles with Charlie from Rikishi & Scotty 2 Hotty. And my favorite singles match had to be when I faced Ric Flair on my Raw debut—I got the victory there. ■

[Editor's note: The opinions found in this column are those of Rico, and not necessarily the opinions of WWE or SmackDown! Magazine.]





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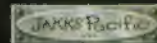


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DEADMAN

THE LEGEND OF UNDERTAKER

By Brian Solomon

The date is November 22, 1990.

The United States sits on the brink of the first Gulf War as the United Nations orders Iraqi leader Saddam Hussein to withdraw his forces from Kuwait. The U.S.S.R. is on the verge of collapse, with many republics breaking free of Soviet control, and the Berlin Wall already down.

At the movies, audiences flock to see America's No. 1 film, *Home Alone*, as well as other hits like *Ghost*, *Jacob's Ladder* and that year's Oscar-winner, *Dances with Wolves*. The No. 1 record in the country is M.C. Hammer's "Pray," followed closely by Mariah Carey's "Love Takes Time" and Vanilla Ice's infamous "Ice, Ice Baby." The TV landscape is ruled by shows like *Cheers*, *Roseanne*, *A Different World*, *Murphy Brown* and *Designing Women*.

In the world of technology, Microsoft's recently released Windows 3.0 represents the cutting edge in personal computers, and Nintendo's *Super Mario Bros. 3* becomes the pinnacle of video game achievement. It is just nine days after that the first known Web page is written.

Ultimate Warrior is on a tear as WWE Champion, the Intercontinental title is strapped firmly around the waist of Mr. Perfect, and the Hart Foundation is enjoying their second reign as World

Tag Team Champions. Intense rivalries rage between "The American Dream" Dusty Rhodes and "Million-Dollar Man" Ted DiBiase; Jake "The Snake" Roberts and "The Model" Rick Martel; and Hollywood Hogan and Earthquake. The WWE roster also includes the likes of Koko B. Ware, Hercules, "Hacksaw" Jim Duggan, the Warlord, the Bushwhackers and the Orient Express.

And in the midst of all this, a mysterious newcomer is about to make his WWE debut. Next to nothing is known



IS LEGACY



about him, other than a short-lived stint in WCW and rumors about a fire years ago that took the lives of his family. None dare speak his true name. He calls himself Undertaker.

Backstage at the 1990 *Survivor Series* in Hartford, Connecticut, he stands by the curtain, cloaked in a long black overcoat. A wide-brimmed hat obscures his pale features as he clenches his fists over and over in his thick, gray gloves. With his cold, green eyes, he peers intensely at the ring. DiBiase, microphone in hand, is about to announce the mystery member of his tag team. As he finally does so, the haunting strains of Chopin's "Funeral March" resound through the Hartford Civic Center. Every other Superstar in the locker room stands back several feet as Undertaker very purposefully, almost robotically, lifts up his head, parts the curtains, and begins that slow march to ringside.

That particular moment in time represents the birth of an era in WWE, one that continues to this day. Although in many cases like this it's argued that few realized the magnitude of what was happening, that was not so with Undertaker. From the first time he emerged before the public, there could not have been a soul watching backstage, in the arena, or on television that didn't get the distinct impression that they were watching something historic.

No one like this had ever been seen before anywhere in sports-entertainment. He seemed supernatural, able to withstand punishment that no mortal ever could, drawing power from a source beyond this world. Even when he allowed fans more access to his human side in later years, he still retained that larger-than-life aura. And now that he has once again embraced the powers of the Darkside, that aura has grown stronger than ever before.

Unlike many WWE rookies who debuted to modest fanfare at the bottom of the card and needed time to develop into major forces, Undertaker was the Phenom from the word go. It was clear that this man was a main-eventer from his first match. If anyone possessed that quality from the beginning, it was him. In a time when the roster was pop-



ulated with competitors with some of the most outlandish and histrionic personas ever witnessed, Undertaker stood out from the pack.

Just like that, he was in the mix with the likes of Warrior, Hogan, Randy "Macho Man" Savage and other top-flight Superstars of the day. And he hasn't let up since. The list of those who have come and gone reads like a litany of major stars of the past decade and a half: Sycho Sid, Lex Luger, Yokozuna, Bret "Hit Man" Hart, Diesel, Razor Ramon, Stone Cold, Brock Lesnar, and so many others. All of these men came, had their day, and went.

The Rock, Triple H, Kurt Angle, John Cena, Randy Orton and other major WWE Superstars of today had barely even thought about lacing up a pair of boots for the first time on the night when Undertaker debuted. The Rock was a freshman at the University of Miami. Angle was wrestling at Clarion University. Triple H was months from approaching Killer Kowalski to begin his training. Cena was a high school freshman. Orton was a sixth-grader.

And still, like a force of nature, Undertaker goes on, imposing his will on those around him with the determination and confidence of a god. The world changes. WWE changes. And although 'Taker himself has adapted with the times, the core of the man has always remained constant. He has competed against the best and the brightest, and even being able to say you've been in the ring with him is considered a badge of honor—the ultimate test of anyone who believes himself worthy of WWE Superstar status. And it's a test that only a select few can ever claim to have passed.

For 14 years, he has remained in the upper echelon of WWE Superstars. To put that in perspective, Hogan's original stretch in the 1980s and early '90s was only nine years long, and Hart's impressive run with the company lasted 13 years. And unlike the "Hit Man," who only spent the latter five years of his stint at main-event level, Undertaker has consistently been among WWE's top handful of competitors during every one of his 14 years.

No one in WWE history can lay

claim to such a legacy as Undertaker. In the past, a handful of Superstars—such as Gorilla Monsoon, Andre the Giant and Bruno Sammartino—may have spent several more years on the WWE roster, but it must be remembered that with the territorial system in place in those days, even tenured competitors like that would sometimes spend months on end competing outside WWE before returning to their home turf. Since November 1990, Undertaker has never appeared anywhere but WWE.

And although Shawn Michaels' WWE career stretches back to 1988, the "Heartbreak Kid" spent four years on the shelf due to a serious back injury. No one but Undertaker has remained on the WWE roster for as long as he has without taking a leave to compete somewhere else, and without ever missing more than a few months due to injury. Given the arduous schedule of a WWE Superstar, this fact more than anything else supports the claim that he is indeed more than human.

Since he returned to his roots at *WrestleMania XX*, Undertaker has been busy adding the latest chapter to a story that will live on in the annals of WWE history for generations to come. He has once again thrust himself into the WWE Championship picture, becoming perhaps the biggest thorn in the side of John "Bradshaw" Layfield. At both *SummerSlam* and *No Mercy*, the Deadman brought all his wrath to bear on JBL, and it was only by using highly questionable tactics that the champion survived with his title intact. Clearly, there is more gold in the Phenom's future.

Part of the reason for 'Taker's failure to put Layfield six feet under has been the emergence of the maniacal Heidenreich. Undertaker has grown accustomed to being a target for the most ferocious men on the planet. Over the years, the strangest, most brutal and most barbaric individuals in the sport have been drawn to him, and he has always met their challenges with relish. He has been sealed in a casket by Yokozuna; been chloroformed by Giant Gonzales; had his



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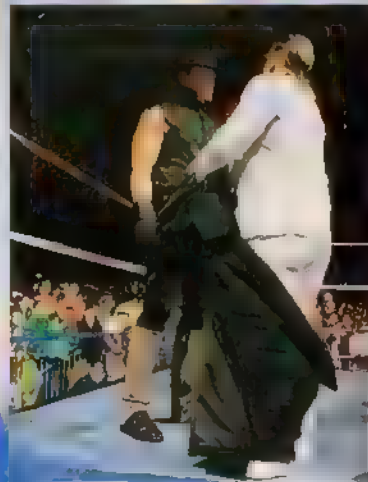
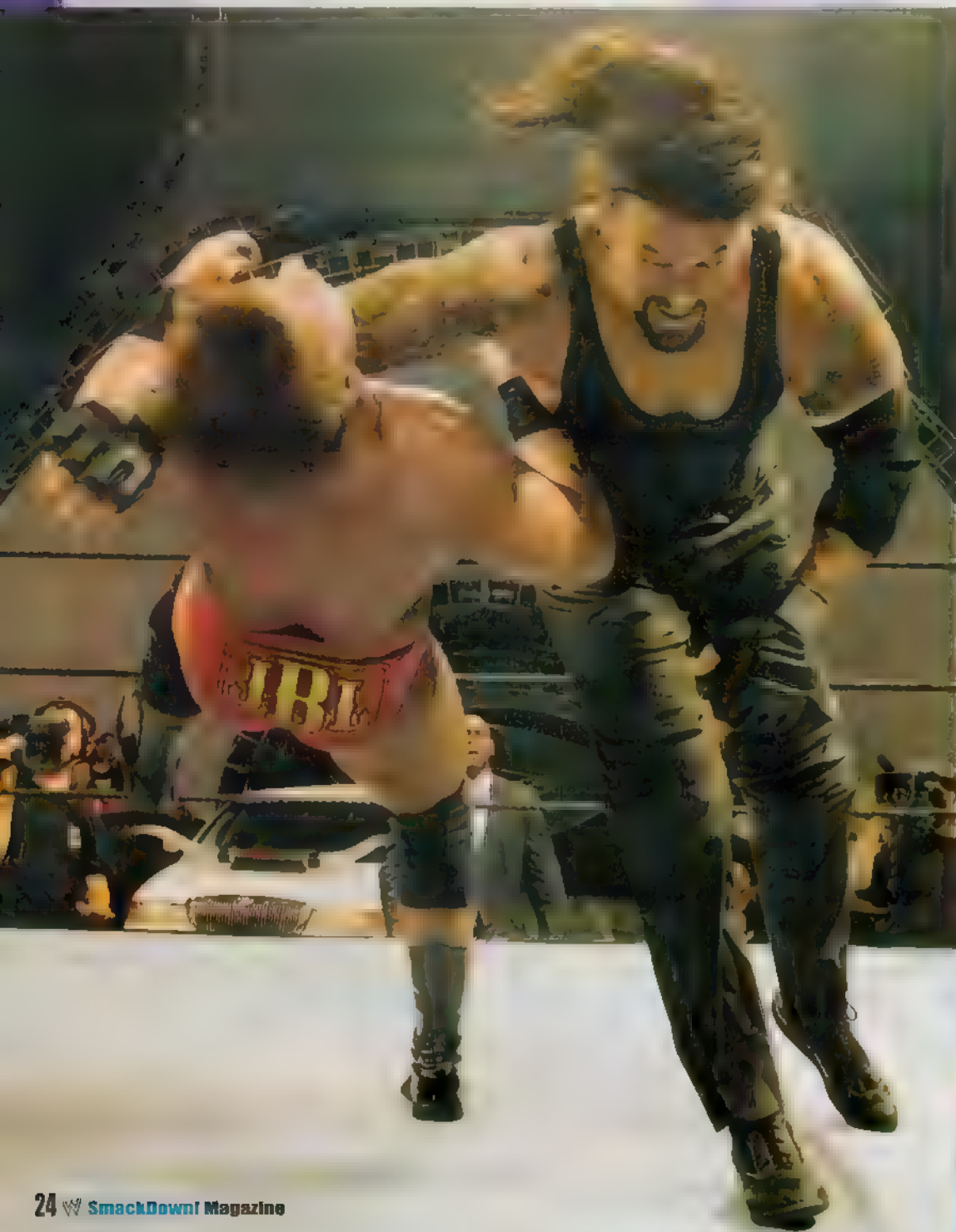
orbital bones crushed by King Mabel; had his urn stolen by Mr. Hughes, Kama and others; been nearly run through with a sword by the Berzerker, and was almost set on fire by Kane. Yet, none of these things could have prepared him for Heidenreich.

When the platinum-blond behemoth demolished the 'Taker's hearse with a pickup truck at *No Mercy*, with absolutely no regard for his own well-being, he demonstrated a willingness

to do whatever it takes to destroy the Deadman, and a total disregard for the rules of society. Not Kamala, not Nailz, not Jake "The Snake" Roberts, not even Mankind displayed anywhere near that kind of insanity. If he were a mortal man, one might even suspect Undertaker was a little worried.

Yet if history is any indication, not only is Undertaker not worried, but he will somehow find a way to thwart the

onslaught of this man bent on making a name for himself by obliterating a legend. He's done it before, albeit never in the face of a threat like this. Can Undertaker's fans place their faith in the example of history? That's unclear at the moment. Because having placed legends like Dusty Rhodes, Jimmy "Superfly" Snuka, King Kong Bundy and so many others down for the count, Undertaker himself must realize that the bell eventually tolls for everyone. ■



THE RESULTS ARE IN —

OUT. WWE's Most RAGEOUS Superstars of Alltime

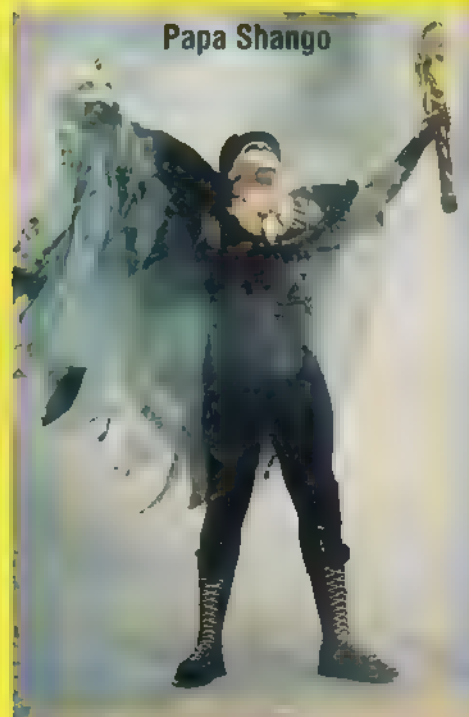
When it comes to outrageous Superstars, it seems there is one man (one fowl?) who stands head and shoulders above the rest. We gave you our rundown of the most bizarre, the most unusual, the most unorthodox individuals in WWE history back in the October issue, and asked you to vote for the one who takes the cake. Who could have predicted that the one to run away with the competition would be someone who only made a single appearance on WWE television?

Well, actually, anyone who has ever seen the 1990 *Survivor Series* could have predicted it. That's because that event featured the debut of the one and only Gobbledy Gooker, who captured 24.3% of the vote to officially become the most outrageous Superstar in WWE history, according to you, the readers of

SmackDown! Magazine

He emerged from a giant egg — a man (Eddie Guerrero's brother Hector) dressed as a giant turkey. He danced in the middle of the ring with Mean Gene Okerlund to the tune of "Turkey in the Straw." And then he vanished from the scene, never to be seen again until the infamous Gimmick Battle Royal at *WrestleMania X-7*, during which he made his triumphant return. Clearly, despite his short time in the spotlight, he left a permanent mark in the minds of all who remember him.

Taking the very respectable first-runner up position (in the event that the Gobbledy Gooker would be unable to fulfill any of his duties) is Papa Shango, who won 16.2% of the vote. The voodoo man was the first WWE Superstar to use magical powers against his opponents, and in



Papa Shango



Bastion Booger

THE COOKER RULES ALL!

Gobbledy Gooker



1992, was just about the strangest competitor anyone had ever seen up to that point. Trading in his high priest nat and skull necklace for a pimp hat and gold chains, he later gained greater notoriety as The Godfather. But the legacy of Papa Shango lives on nevertheless.

Tying for second runner-up with 10.8% each are WWE's weirdest faction and perhaps its most disgusting Superstar ever: The Oddities and Bastion Booger. Composed of Golga Kurrigan, Luna, the Insane Clown Posse and Giant Silva, the Oddities were about as freaky as they come, a rag-tag gang of misfits that won the hearts of fans. As for Booger, it wasn't the hearts of fans that were most affected by his grotesque eating habits, but their stomachs.

Amazingly, the third runner-up spot ended in another tie: Outback Jack, the notorious grappler from Down Under, boomeranged 5.4% of the vote. The other Superstar to do the same was our strongest write-in candidate, Adam Bomb, the irradiated competitor from Three Mile Island. It looks like we made a major oversight when we left Mr. Bomb off our list, and you let us know it.

Adam Bomb was not the only write-in vote-getter of note. Also benefiting from grassroots campaigns were Mideon, the eerie flanker of Undertaker who later burned his image into our retinas forever as "Naked Mideon," as well as the "Huckster" and the "Nacho Man," those two unforgettable parodies of a certain pair of legendary WWE Superstars, who nearly stole the show with their "match" at WrestleMania XII.

A few other candidates from our motley crew stood out from the pack. Snagging a couple percentage points each were Bertha Faye, Wavlon Mercy, the Red Rooster, Mantaur, Giant Gonzalez and Abe "Knuckleball" Schwartz. ■

Keep your eye out for further interactive features in upcoming issues of SmackDown! Magazine. And as always, your suggestions are welcome!

The Oddities



Winter Wonderland

This time of year usually means visions of sugarplums dancing through your head. But if you're a true WWE fanatic, the contents of this month's special holiday pictorial are probably a little more representative of the visions dancing through your head.

We're sure Torrie Wilson, Miss Jackie and Dawn Marie will help you kick off the season the right way. So pour a tall glass of egg nog, curl up by the fire and enjoy *SmackDown! Magazine's* present to you, our loyal readers.

Santa only wishes he had helpers like these!













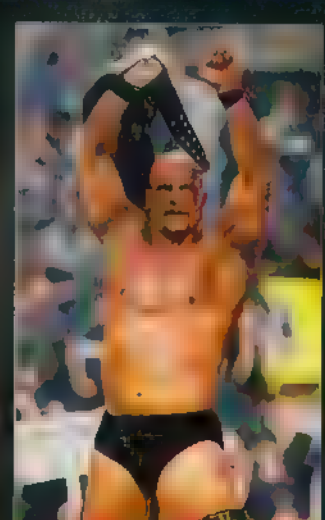


THE RICHEST PRIZE in the Game

By Keith Elliot Greenberg



WWE SmackDown! Magazine



THE FABLED HISTORY of the WWE Championship

It's something that JBL shares with Ivan Koloff, that Kurt Angle shares with Sgt. Slaughter, that Eddie Guerrero shares with Ultimate Warrior.

At one time or another, each of these men has been WWE Champion. Some, like Bruno Sammartino and Bob Backlund, reigned for years. Others, like Kane, Stan Stasiak and Vince McMahon, ruled for such a short period of time that many barely remember them as champion.

But they were champions. Each of the 31 individuals who've captured the gold belongs to the most exclusive fraternity in sports entertainment. And, regardless of the circumstances surrounding the various title changes, all of these athletes have earned their place in history. By virtue of the gold around his waist, the champion has always represented the company—a living embodiment of WWE.

Not surprisingly, the title was born in controversy, after the original "Nature Boy" Buddy Rogers lost the NWA Championship to Lou Thesz in Toronto in 1963. While Thesz was acknowledged as the new kingpin in much of North America, in the northeastern United States—a wide swath stretching from Washington, D.C. to Maine—promoters Vincent J. McMahon and Boon Mondt held out. Under the rules they understood, the championship could only change hands via a two-out-of-three-fall encounter. When other promoters refused to concur, the pair splintered off from the NWA, forming the World Wide Wrestling Federation, the company that would eventually become WWE.

McMahon—father of current WWE owner Vincent J. McMahon—and Mondt declared Rogers the organization's first champion. On May 17, 1963, Sammartino climbed into the ring with Rogers in New York's Madison Square Garden. Sammartino detested Rogers in and out of the ring, and

wasn't about to let this opportunity elude him. Within 45 seconds, Bruno had lifted Rogers into a backbreaker and snatched away the title.

To many, this was the "official" beginning of WWE. For nearly eight years, Sammartino battled everybody—from Gorilla Monsoon to Toru Tanaka to Killer Kowalski to Gene Kiniski. But it was the "Russian Bear," Ivan Koloff, who finally upended Sammartino on January 18, 1971. Before Koloff's era could gather momentum, however, Puerto Rican sensation Pedro Morales won the crown on February 2.

For nearly three years, Morales defended the title in front of crowds so intense that his opponents would frequently wait in their dressing rooms after the shows, not emerging until they were sure that every spectator had left the arena. In fact, when Morales finally lost the championship to Stan "The Man" Stasiak on December 1, 1973, the ring announcer reportedly refused to declare that the title had changed hands.

For the rest of his life, Stasiak would be remembered as champion—even though his reign lasted just nine days. On December 10, Sammartino recaptured the big prize in the place where he'd first been crowned, Madison Square Garden.

Like Stone Cold later on, Bruno was a working man's champion, waging war with George "The Animal" Steele, Stan Hansen and Spiros Arion, among others, and barely taking a day off in the process. On April 30, 1977, he locked up with "Superstar" Billy Graham in a Herculean battle in Baltimore, MD. Ultimately, Graham's craftiness was the deciding factor in this match, as he placed his feet on the ropes to pin Sammartino and take the title.

The flamboyant Graham was so colorful and entertaining that even fans that came to the arena hating him



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NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE ODDS OF WINNING.

1. ELIGIBILITY: This Sweepstakes ("Sweepstakes") is open only to legal residents of the 48 contiguous United States and the District of Columbia, excludes Alaska and Hawaii, who are 18 years of age or older at the time of entry. Employees of World Wrestling Entertainment, Inc. ("WWE"), "Sponsor," and Nintendo of America, Inc. ("NOA"), and their respective affiliates, promotion and advertising agencies, and their immediate families, meaning spouses, parents, siblings, children, and any other affiliated entities involved in the Sweepstakes, development or execution are not eligible to participate. Online entrants must have Internet access as of November 9, 2004.

2. HOW TO ENTER: Participants may enter via online at <http://www.MetroidPrime2EchoesSweepstakes.com> by filling out the online entry form and clicking "enter" or by mailing a "3" x 5" postcard with their name, address, telephone number and age to World Wrestling Entertainment, Inc., Attn: Nintendo - Metroid Prime 2 Echoes Sweepstakes, P.O. Box 1334, 174 East Main Street, Stamford, CT 06907. Online entries must be received between 7:01 a.m. ET on November 9, 2004 when Sweepstakes begins, and 11:59 p.m. ET on December 31, 2004 when Sweepstakes ends. Each month's entry must be mailed separately and all mail-in entries must be postmarked no later than December 3, 2004 and received by January 1, 2005. All entries must be submitted in the name of an individual person and prizes may only be awarded to the person or e-mail account holder whose name is on or corresponds to each winning entry. Limit one entry per person, household or e-mail address per calendar day until one (1) winner per e-mail address or household.

3. SELECTION OF WINNER: One potential Grand Prize Winner ("Grand Prize Winner") shall be selected at random from all eligible entries on or about January 1, 2005 by WWE whose decision is final and binding on all aspects of this Sweepstakes. If the Grand Prize Winner cannot be reached within five (5) days or in the event of a Grand Prize Winner refuses or fails to answer for any or no reason with any of the requirements of these Official Sweepstakes Rules, or should potential winner be unavailable or unwilling to travel on the dates specified by Sponsor, the entire Grand Prize will be forfeited and an alternate Grand Prize Winner will be selected at random from the remaining eligible entries.

4. GRAND PRIZE: One (1) Grand Prize ("Grand Prize") consists of a trip for two (2) to attend the live filming of two (2) consecutive WWE wrestling programs, "Events," over a two (2) day period (the exact WWE events, event location, seat locations, and event dates are all subject to WWE's sole discretion and subject to change, where the Grand Prize Winner will have the opportunity to play Metroid Prime 2 Echoes with a WWE Superstar, the identity of which is subject to WWE's sole discretion) at both events. Grand Prize Winner will also receive one Nintendo GameCube video game system & one copy of Metroid Prime 2 Echoes. Grand Prize package includes economy round-trip airfare from any airport selected by WWE, for two (2) from major gateway city airport, access to the Grand Prize Winner's home to the location where the Grand Prize Winner will be required to sign and return to Sponsor an affidavit of eligibility and ability and public release, double occupancy of a hotel selected by WWE, round-trip ground transportation from airport to hotel, and round-trip ground transportation from hotel to the WWE Events. Restrictions may apply depending upon Grand Prize Winner's residence and availability to travel. Depending on location of events, economy class round-trip airfare may not be applicable. All expenses not specified in these Official Sweepstakes Rules, including, without limitation, taxes, insurance, meals, groceries, alcoholic beverages, money, phone calls, internet services, beverages, food and merchandise at the events are Grand Prize Winner's sole responsibility. Grand Prize Winner shall be responsible for all applicable taxes including but not limited to sales and income taxes.

5. APPROXIMATE RETAIL VALUE (ARV) OF GRAND PRIZE: \$8,000. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including, without limitation, any implied warranty of merchantability or fitness for particular purpose).

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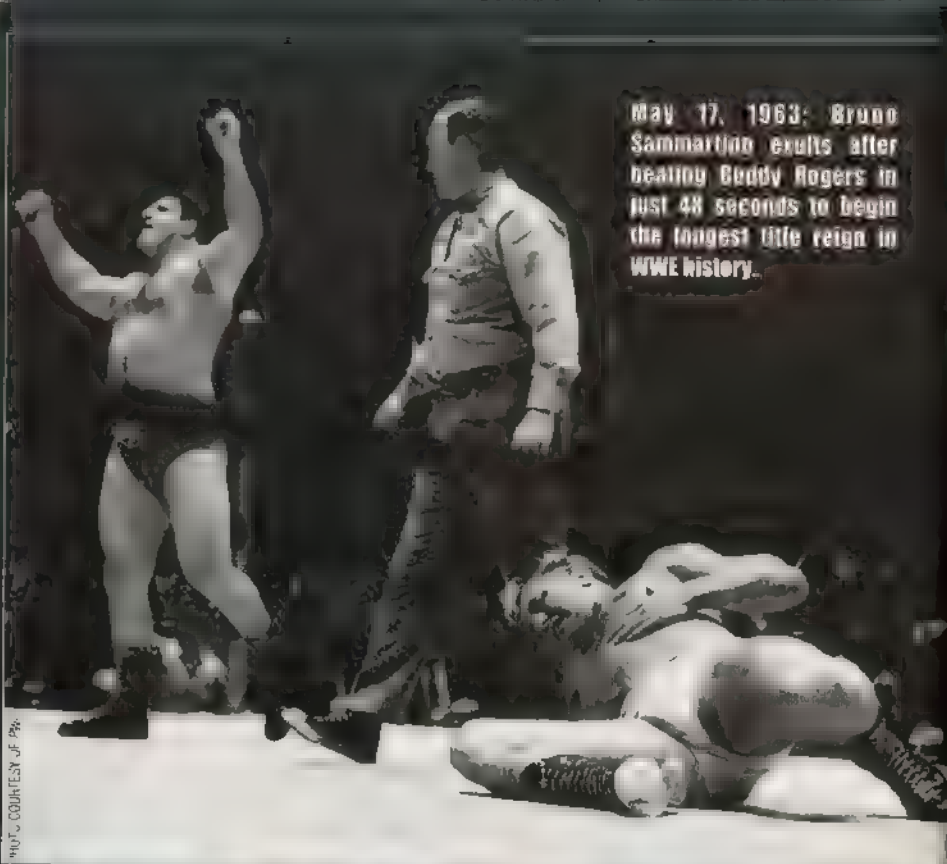
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May 17, 1963: Bruno Sammartino exults after beating Buddy Rogers in just 48 seconds to begin the longest title reign in WWE history.

found themselves cheering at his antics. Without question, he was the inspiration for future stars like Jesse "The Body" Ventura and Hollywood Hogan. But he was ahead of his time. And on February 20, 1978, before his popularity could really soar, he lost to clean-cut Bob Backlund. In a case of poetic justice, once again, Graham had a foot on the ropes. And, once again, the referee didn't see it.

Backlund held the title for several years until the Iron Sheik ended his reign in controversial fashion. Days after the Sheik injured Backlund's neck with a pair of 75-pound Arabian clubs, Backlund defended his championship against his doctor's orders at Madison Square Garden. But when the Sheik trapped Backlund in the Camel Clutch, Backlund's manager Arnold Skaaland—fearing further injury—threw in the towel.

One month later, on January 23, 1984, Hollywood Hogan blazed into Madison Square Garden, quickly overwhelmed the Iron Sheik, and pinned him with a legdrop.

The WWE would never be the same.

As WWE champion, Hogan began

the company's first true crossover celebrity, like The Rock many years later. Hogan's matches were televised on MTV. NBC began to run WWE programming regularly, and there was even a cartoon series featuring animated Superstars. Hogan headlined the first WrestleMania in 1985, and drew 93,173 fans to the Pontiac Silverdome in Michigan for his WrestleMania III collision with Andre the Giant. With Hogan as the lightning rod, WWE became the leader of a fledgling technology known as pay-per-view.

After several unsuccessful attempts to wrest away the championship, "Million-Dollar Man" Ted DiBiase used his fortune to hire the evil twin of referee Dave Hebner to officiate a match between Hogan and Andre on February 5, 1988. When Andre was awarded the title, he immediately "surrendered" it to DiBiase.

WWE president Jack Tunney voided the switch, calling for a tournament to determine a new champion at WrestleMania IV. DiBiase came close to winning the title, but he lost to Randy "Macho Man" Savage in the finals.

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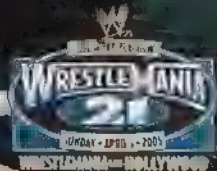
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A WORLD WRESTLING ENTERTAINMENT PRODUCTION

January 18, 1971, Ivan Koloff drops the big knee seconds before handing Bruno Sammartino the first untail loss of his career. They say you could hear a pin drop in Madison Square Garden as the stunned crowd looked on.

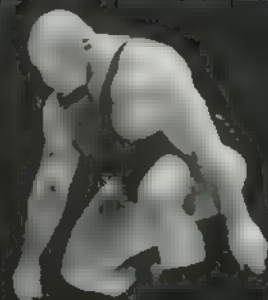


PHOTO COURTESY OF PW

Early in his title reign, Savage formed a tag team with Hogan called the Mega Powers. But then, the "Macho Man" turned on his friend, accusing Hogan of hustling for Savage's comedy manager, Elizabeth. At *WrestleMania V*, the two clashed in the main event. When it was over, Hogan was again WWE Champion.

But this title run would last only a year. At *WrestleMania VI*, the granite-bodied Ultimate Warrior challenged Hogan at Toronto's SkyDome. Hogan delivered every one of his patented maneuvers, but Warrior was too powerful, and took the title in front of the sold-out crowd.

Although the Warrior would lose the championship to Sgt. Slaughter at the 1991 *Royal Rumble*, Savage played an integral role in the finish, using his royal scepter to aid Slaughter in taking the title.

Slaughter, a former drill instructor, was a drastically different man than he'd been years earlier when he championed the U.S. When Saddam Hussein invaded Kuwait, and an American-led military coalition intervened, Slaughter sided with the Iraqi dictator. Unable to accept a champion with such vehemently anti-American views, Hogan

sworn revenge, and won back the title at *WrestleMania VII*.

This reign lasted until the 1991 *Survivor Series*, when Undertaker won his first WWE title with the help of Ric Flair. Tunney immediately called for a rematch. On December 3, 1991, at a special pay-per-view called *Tuesday in Texas*, Flair tried interfering again. As Tunney stepped into the fray, he was knocked out. Because of this, he declared the title vacant, and ruled that the winner of the 1992 *Royal Rumble* would earn the WWE Championship.

When Flair eliminated Sid Justice (later known as Sycho Sid) after putting on one of the most impressive performances of a long, storied career, the "Nature Boy" lived up to his boasts that he was indeed "The Man." But this title change meant so much more. Flair had been a multiple-time NWA Champion, and the

symbol of that entity. He now declared that the WWE Championship was the most significant honor in the sport.

The title changed hands three times before the year was over. Savage dethroned Flair at *WrestleMania VIII*. Flair won back the title—with Razor Ramon's interference—on September 1, 1992. On October 12, Bret "Hit Man" Hart toppled Flair in front of a partisan crowd in Saskatoon, Saskatchewan.

At *WrestleMania IX* in Las Vegas, fans witnessed not one but two title changes. Hart fell to the monstrosity Yokozuna when the giant Polynesian's manager, Mr. Fuji, hurled a handful of salt into the "Hit Man's" eyes. Hogan went down to ringside to tend to Hart, but was challenged to a match on the spot. Fuji attempted to throw more salt at Hogan, but he slipped out of the way. When Yokozuna was blinded instead, Hogan capitalized on the mishap and became the new WWE Champion.

On June 12, 1993, at the *King of the Ring* pay-per-view, Mr. Fuji came back with a better scheme. In the midst of the rematch, a ringside photographer—actually, manager Harvey Whippleman in disguise—emitted a fireball from his

February 20, 1978: Bob Backlund ends "Superstar" Billy Graham's 18-month reign of terror.



PHOTO COURTESY OF PW

December 28, 1993: Iron Sheik captures the gold from Bob Backlund under controversial circumstances. Note Arnold Skaaland's infamous towel.



winners at Hogan, which gave Takazumi the second WWE Championship.

He held onto the title for nearly 10 months until Hart bested him at *WrestleMania V*. A title defense against Bob Backlund—who now berated the fans instead of inspiring them—of the 1994 *Survivor Series* proved Hart's undoing. But when Backlund locked Hart in the "hossface" chicken wing hold, estranged brother Owen intervened, threw his brother Helen a towel in the towel.

In Backlund's mind, the streak seemed complete. He'd lost the championship in 1983 with a towel loss and won it back over 11 years later via the same method. But three days after the victory, Diesel's k.k. Kevin Nash stunned Backlund in a swift eight rounds at Madison Square Garden.

Diesel would prove to be one of the most dominant champions during this era, holding onto the prize until the 1995 *Survivor Series*, when the "Hit Man" took back the gold.

Like Buddy Rogers and Bruno Sammartino, the animosity between Hart and his archrival at the time, Shawn Michaels, extended far outside the ring. The two were evenly matched, and in their own way, personified

the "New Generation" label that fans had given WWE in the mid-1990s. At *WrestleMania XII*, the pair engaged in an Iron Man Match. When the scheduled hour elapsed without a winner, the clash went into a "sudden death" period. Shawn won with his Sweet Chin Music, then—in a magnanimous gesture—embraced Hart's father and children at ringside.

Sucker Sid—who the Diesel had been Michaels' bodyguard at one time—toppled his former boss at the 1996 *Survivor Series* after he attacked him with a video camera. But Shawn bounded back quickly to garner his second title in front of an emotional hometown crowd at San Antonio's Alamodome at the 1997 *Royal Rumble*. To add a touch of poignancy to the evening, the "Heartbreak Kid" managed to batter Sid with a video camera before taking home the gold.

But one month later, Michaels' accumulated injuries forced him to take a sabbatical and relinquish the crown. An elimination match, featuring the last four survivors of the *Royal Rumble*—Stone Cold, Hart, Undertaker, and Vader—was sanctioned. At the very end, Hart clotheslined Undertaker to the arena floor, becoming champion again.

the period of Stone Cold's WWE reign. The very next night, on February 19, 1997, the title was won by Sid when Stone Cold interfered by hitting Hart with a chair. At *WrestleMania XV*, Undertaker became champion after Hart interfered in his match with Sid. At *SummerSlam '97*, Hart became champion in a match that saw special referee Shawn Michaels inadvertently slam Undertaker in the head with a chair.

Then, at the 1997 *Survivor Series*, Michaels won the title when WWE owner Vince McMahon demanded that the timekeeper ring the bell while the "Heartbreak Kid" had Hart ensnared in the Sharpshooter. McMahon later explained that Hart was about to defect to WCW, and WWE couldn't risk the chance of the "Hit Man" embarrassing the company by bringing the belt along. Nonetheless, fans would forever remember the contest as the "Montreal Incident."

By *WrestleMania XIV*, the company had moved away from this uncomfortable period, and Stone Cold won his first WWE Championship—with WWE appointing "special enforcer" Mike Tyson



January 23, 1994: Hogan whips the Iron Sheik into the turnbuckles en route to winning the WWE title. The sport would be changed forever.



January 18, 1992: Mc Flair drew third in the Royal Rumble, and went out to last to have winning both the event and the vacant title.

knocking out Michaels at the end of the contest for good measure. The Texas Rattlesnake would go on to personify WWE's new "Attitude" era.

The Rattlesnake would lose the title to Kane at the 1998 *King of the Ring*, but he barreled back on the next broadcast of *Raw*, beating the Big Red Monster with the Stone Cold Stunner.

Still, McMahon despised him, and—like Hart at the *Survivor Series*—the "Texas Rattlesnake" was about to discover how difficult it was to tangle with the boss.

On September 27, 1998, McMahon sent both Kane and Undertaker into the ring against Stone Cold. Because the pair pinned him simultaneously, neither sibling emerged with the title. It didn't matter to McMahon, as long as Stone Cold no longer had the gold. Then, at the 1998 *Survivor Series*, The Rock—one of McMahon's personal favorites at the time—was declared the new WWE Champion after an arduous tournament.

Today, the decision of the courts

ment final is still shrouded in controversy, but McMahon demanded that the timekeeper ring the bell when The Rock had Mankind, better known as Mick Foley, in the Sharpshooter.

Mankind gained revenge when he defeated The Rock on December 29, 1998. But at the 1999 *Royal Rumble*, it was The Rock who had the last laugh when he instructed Flunko to play a tape recording of Foley submitting to end their "I Quit" Match.

This was the first of an amazing 11 title changes in 1999—the WWE record. The Rock and Mankind traded the gold back and forth. Stone Cold upended The Rock at *WrestleMania XV*, and then traded it with Undertaker. Mankind won a three-man skirmish with Stone Cold and Triple H at *SummerSlam*, only to lose the following night to Triple H in the underbooking upset of the year, on September 14. Vince McMahon became the WWE titlist.

Since no one expected McMahon to defend the championship night after night, the title was declared vacant. Triple H won the crown in a "Six-Pack Challenge" against Mankind, Big Show,



Jan. 4, 1999: McMahon (second from left), referee Earl Hebner (center) and manager Jess Lebowitz (second from right) look on. The Rock and Trish Stratus prepare for a greeting from The Rock at *WrestleMania XV*.



W March 30, 2003: Moments after landing a big first from a hit-and-run Shooting Star Press, a stunned Brock Lesnar hoists Kurt Angle up for the F-5 at *WrestleMania XIX*.

again in an Iron Man Match on May 21. The victory was tainted, however, by the fact that special referee Shawn Michaels—at the time, one of the “Cerebral Assassin’s” running buddies—seemed to show favoritism to “The Game.”

The Rock gained another reign in an unusual encounter on June 25, 2000: a six-man tag team match in which he joined Undertaker and Kane against Triple H and Vince and Shane McMahon. Under the rules, any man pinning any member of Triple H’s team would be awarded the title. Thus, when “the most

Kane, Davey Boy Smith and The Rock Phen, at the *Survivor Series*, Big Show was called in as a last-minute replacement for Stone Cold, who’d been injured earlier that day. In a three-way battle with The Rock and Triple H, the leviathan surfaced from the fray as champion.

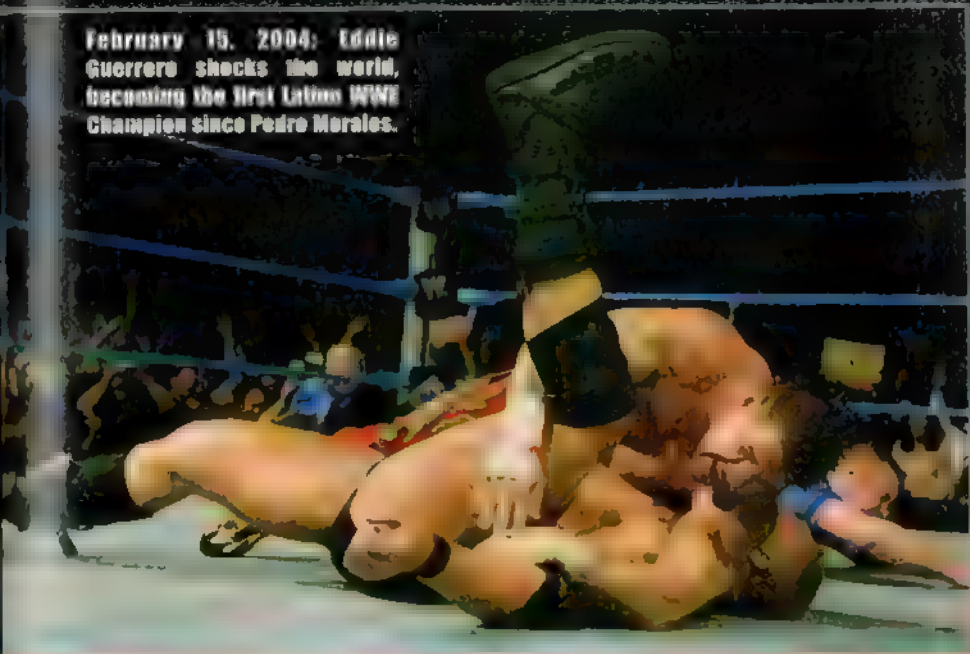
But Triple H’s momentum was building. He defeated Big Show on January 3, 2000, lost to The Rock on April 30, and then became the champion

electrifying man in sports entertainment” planned Vince, the champion ship changed hands.

On October 22, 2000, former gold medalist Kurt Angle became WWE Champion for the first time, but The Rock countered with a title win on February 25, 2001.

Since *WrestleMania XIV*, Stone Cold had been the embodiment of the resentment every employee ever felt toward a belligerent boss, throttling

F February 15, 2004: Eddie Guerrero shocks the world, becoming the first Latino WWE Champion since Pedro Morales.



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Vince McMahon at will. But his hunger to acquire the WWE Championship had apparently caused a metamorphosis in the Rattlesnake. At *WrestleMania X7*, he shocked fans worldwide by winning the title—with the assist of none other than Vince McMahon.

For a while, he aligned himself with McMahon, convinced that the honcho could help him maintain his grasp on the championship. But it was a misguided effort. On September 23, 2001, Kurt Angle topped him. Stone Cold won back the title a month later, but lost it to Chris Jericho on December 9, 2001, in a historic encounter that unified the WWE and WCW Championships.

For the first time in its history, the WWE Championship was now the sport's undisputed World Championship. Triple H secured the unified title at *WrestleMania X8*, on the same show that saw Hogan tangle with The Rock. Captivating new converts, Hogan toppled Triple H for the title on April 21, 2002. Eighteen years after his first win, Hogan was WWE Champion for the sixth time.

But Undertaker had a long memory, and yearned to resume his rivalry with Hogan that dated back to the title switches in 1991. On May 19, 2002, Undertaker—utilizing the assistance of Vince McMahon—dethroned Hogan. The victory empowered the Phenom, and he truly seemed unbeatable. In fact, when he finally lost the championship on July 21, 2002, it was in a Triple-Threat Match—when The Rock pinned not the Deadman, but their mutual opponent, Kurt Angle.

Unfortunately for The Rock, a new force had swept into WWE in the form of Brock Lesnar. He was still a rookie in 2002, but a very capable one. At *SummerSlam '02*, Lesnar overwhelmed The Rock to become WWE Champion.

At this point, WWE splintered into two definitive brands. The WWE Championship continued to be defended on *SmackDown!*, while a new World title was established on *Raw*. After Big Show was traded to the *SmackDown!* roster, he challenged Lesnar at the *Survivor Series*—and won the title when Brock's manager, Paul Heyman, turned against him.

Lesnar could gain a victory a month later at *Armageddon*, forcing the ring to administer his perfunctory loss to Big Show, and set him up for a title loss in his match with Angle. Then, at *WrestleMania XIX*, Lesnar took back the championship from the man he assisted.

A classic rivalry had begun. Lesnar and Angle battled everywhere, using their pronounced scientific skills, as well as the type of rumbling only seen in WWE. On July 27, 2003, Angle battled his way to his fourth WWE title, outlasting Lesnar and Big Show in a Triple-Threat Match. Then, on September 16, on a memorable edition of *SmackDown!*, Brock beat Angle 3-4 in a spectacular Iron Man Match for the title.

Early in 2004, a unique Royal Rumble, comprised of only *SmackDown!* Superstars, was held. In the final moments, a fiery Eddie Guerrero eliminated Angle, launching "Latino Heat" into the No. 1 contender's position. On February 13, Guerrero became the first member of his celebrated wrestling family to become a WWE Champion.

According to Guerrero's supporters, Eddie should still be the titlist. In a Texas

bullrope match with John Bradshaw Layfield—*The Great American Bash*—on June 27, Guerrero was well on his way to winning by dragging his opponent to all four corners. What "Latino Heat" didn't realize was that after he touched each turnbuckle, a battered JBL was repeating the gesture. When they walked at the fourth buckle, Guerrero leapt over his bloody rival to touch the corner, inadvertently knocking JBL into it. Because of this, JBL actually touched the turnbuckle first. A minute later, Kurt Angle—who was then *SmackDown!*'s general manager—ruled that JBL was the new champion.

The dispute exemplifies what the WWE Championship has become: a gem that competitors will go to any length to protect, and then preserve. It's a distinction Guerrero, Undertaker, Big Show and Angle have enjoyed in the past, and intend to relive in the future.

Then, there's JBL. Although he marched through the summer with the gold around his waist, even his supporters were uncertain about whether he could maintain the title—and the legacy that started four decades ago with "Nature Boy" Buddy Rogers. ■



June 27, 2004: The title changes hands for the first time in a Bullrope Match, as JBL pulls off a dubious victory at *The Great American Bash*.

THE KEIRN identity

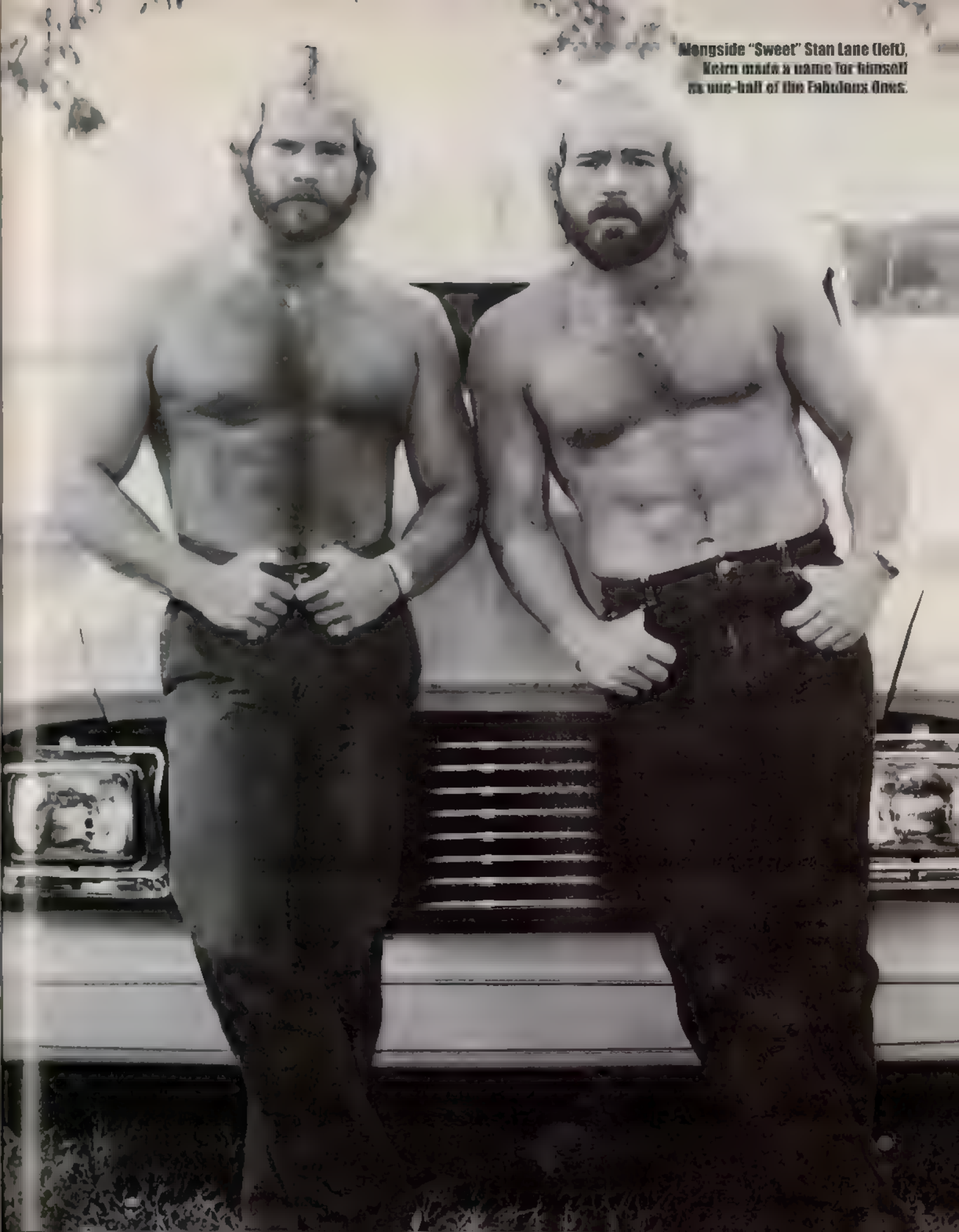


**The Man Once Known As Skinner
Returns to WWE with a
New Purpose and a New Role**

By Anthony Cali

Some fans remember Steve Keirn as one-half of the Fabulous Ones, a tag team he shared with "Sweet" Stan Lane. Others can only identify him as Skinner, a rough-and-tumble, tobacco-chewing outdoorsman from the Florida Everglades who hunted Superstars for sport. These days, however, Keirn is playing an entirely different role than fans are used to seeing him in. He is back with WWE, working as a talent agent.

Alongside "Sweet" Stan Lane (left),
Klein made a name for himself
as one-half of the Fabulous Ones.





For the past 17 years, Keirn has trained scores of young prospects, and many have gone on to become WWE Superstars. His list of trainees includes Diamond Dallas Page, Dennis Knight (Mideon), Dustin Rhodes (Goldust) and Mike Awesome, among others. Living in Tampa, Florida, he was running two businesses—a wrestling school and a landscaping company—when he received a very important phone

call from John Laurinaitis, WWE's vice president of talent relations. He asked Keirn if he was interested in trying out for a position as an agent. Keirn agreed.

"I've been in the wrestling business for more than 30 years," Keirn says. "John worked for me at one point when he first got started. So when he happened to be looking for someone, I just came to mind; it came out of the clear blue. It's some-

thing that I really feel comfortable with, and I think I can fulfill."

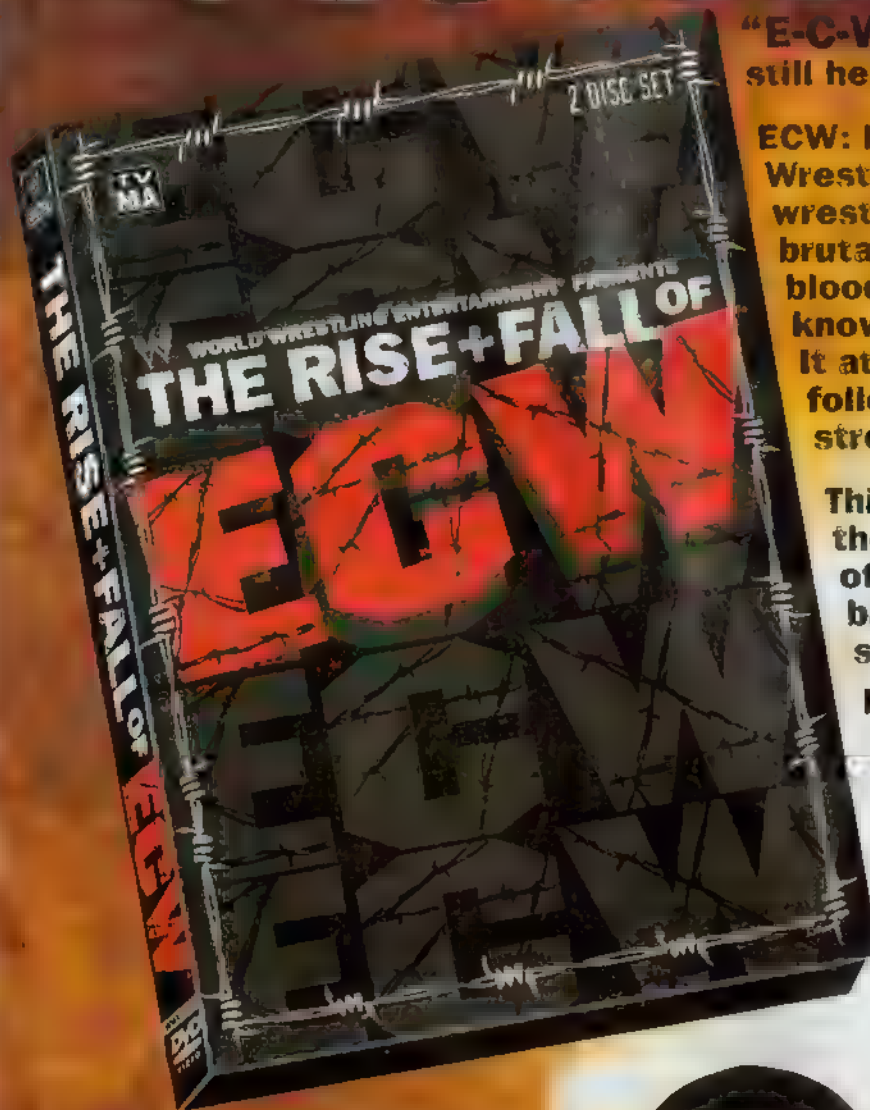
Keirn's journey into the world of sports-entertainment began curiously. At age 13, his father, Lt. Col. Richard Keirn, was captured, becoming the 15th prisoner of war in Vietnam, and the first shot down with a S.A.M. missile. During his father's eight-year absence, Steve made some important connections. Among those was a friend of his named Mike Graham—the son of Florida wrestling promoter Eddie Graham. As the two became closer, Eddie took a special interest in Keirn. He took him hunting, fishing, and served as something of a father figure. Steve began helping Graham with his shows, doing set up, ring announcing, and transporting talent to and from the airport.

"Some of the guys started helping me out—teaching me about the business—and I just kind of developed from there," Keirn says. "I debuted in 1972 for Florida Championship Wrestling, and I went on to wrestle for pretty much all the territories, except for the Far Northwest. I also traveled to Japan. Vince [McMahon], Sr. even flew me up to New York a few times to appear at Madison Square Garden."

At first, Keirn competed as an All-American patriot, playing off of his mother's birthday—the Fourth of July—and his father's notoriety as one of only two men in history captured in two different wars (Lt. Col. Keirn had also been a POW in Germany 20 years earlier). But it was when he first arrived in Tennessee around 1981 that Steve's career took an interesting turn.

"I'd injured my elbow real bad, and had to have surgery," Keirn says. "So I was going to the gym, and working out with Jackie Fargo and Stan Lane, who'd also just come into the territory, when Jackie began looking at the two of us from a distance, and said 'Man, you guys would make a great team.' He then put the whole concept together—from the sequined tuxedo and the bow ties to the top

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hats—and said ‘I’m gonna call you guys the Fabulous Ones.’”

The two glamorous grapplers danced down the aisle to the beat of popular '80s music, like Michael Jackson, Billy Squier and ZZ Top, and competed around the country for various promotions before they broke up in 1988. Keirn began to let his hair and beard grow out, and a short time later was signed by WWE. He was introduced to fans through a series of vignettes in which a wild outdoorsman swam in thick, swampy water, carrying a knife between his teeth while hunting for alligators. Steve Keirn became known as Skinner.

“I participated in the very first alligator harvest in the state of Florida,” Keirn says. “They allowed you to kill 15 alligators in the month of September, and that’s how many I killed—10 of which were over 12 feet long. I set the record and wound up making headlines. Then shortly thereafter, I started buying and trading alligator hides and skins.”

Talking with a thick accent, Keirn had a passing similarity to the rough-necks in the movie *Deliverance*. He competed in torn flannel shirts and oil-stained pants, carried a hunting knife, and was draped in various alligator parts.

“It was enjoyable because when I was getting ready to go to the ring, all I had to do was warm up and stretch out my body, Keirn says. “I didn’t have to blow-dry my hair, make sure everything was in place, or that my outfit was clean—all those details I had to do as a Fabulous One. When you look like a homeless guy, you can just roll around in the dirt and walk out to the ring. It was a lot more comfortable.”

Within a few months, Keirn left WWE and made his way to WCW, where he was paired with Bobby Eaton in a tag team called Bad Attitude. However, Keirn, who had reached his 40’s, didn’t want to be remembered as an old-timer, and he decided to retire. By running his wrestling school out of his hometown, Keirn was able to spend time with his family, while also keep-

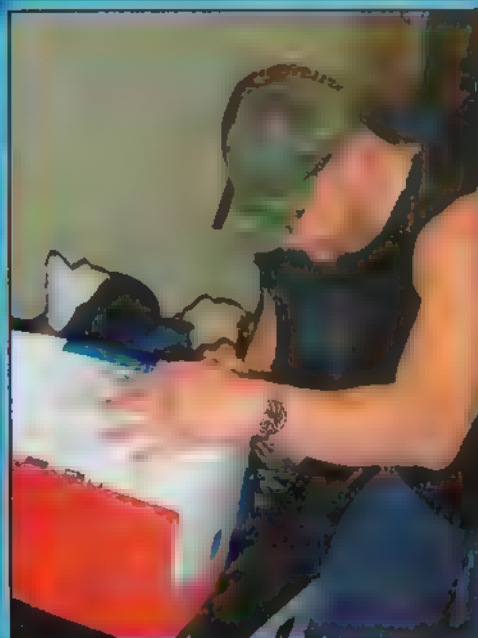


In the early '90s, Keirn underwent a serious transformation. After signing with WWE, he transformed himself from a sex symbol to a rugged alligator hunter named Skinner.

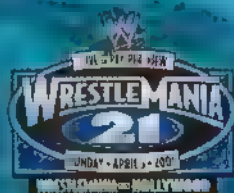
ing himself involved in the business he loved.

“I never could get enough wrestling,” Keirn says. “I’m like a sponge, and I want to learn as much as I can. It’s a continuous education, and you have to be open-minded. I just want to take all the skills I’ve learned in the ring and pass them on to others. This is my passion. I love this business more than anything, and I can’t see myself ever doing anything else. It’s just one of those things that is in my blood. Wrestling is an addiction, and I’ll never be able to get away from it.” ■





The conclusion of WWE televised events was when the party really began for Stone Cold. With a cold Stone Cold beer, his trademark snake wrangling, and The Texas Rattlesnake, it was nothing more than throwing back several beers, basking in the adulation of the live audience. Stone Cold event was a celebration of a famous skull logo, the perfect holiday present for that avid WWE fan in your life. It has always stood beside the best-selling hand assisting SOB!!



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October 3, 2004
Continental Airlines Arena
East Rutherford, NJ

- By Brian Solomon -

No Mercy was truly an aptly named event, as olive branches and compassion were not the order of the day. Brutal and barbaric would be the best way to describe a night that culminated in Undertaker falling victim to a nefarious attack at the hands of the maniacal Heidenreich. It was a night in which each *SmackDown!* Superstar pushed himself to the limit and many managed to pull off truly inspiring performances.

In the main event, John "Bradshaw" Layfield retained his WWE Championship in a bloody struggle with Undertaker. In other title matches, John Cena finally closed out the best-of-five series with Booker T to become the undisputed United States Champion; Kenzo Suzuki & René Duprée somehow continued their run as WWE Tag Team Champions; and Spike Dudley stayed atop the cruiserweight heap with a win over Nunzio.

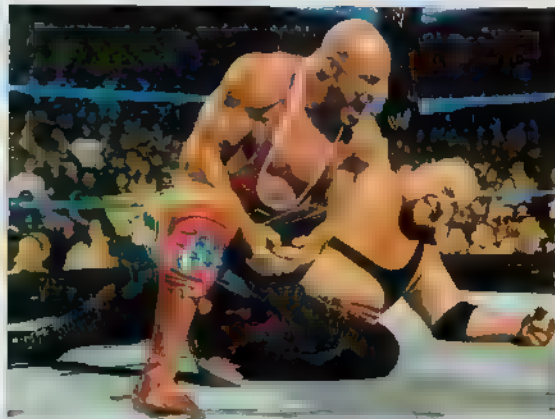
Most experts gave JBL next to no chance of surviving a second onslaught from the Deadman. He had somehow walked out of *SummerSlam* with the gold still around his waist, but once the Last Ride Match was announced for *No Mercy*, it seemed that the bell would finally toll for JBL. Yet, he proved all the naysayers wrong, and despite being bloodied halfway through the match, he saw to it

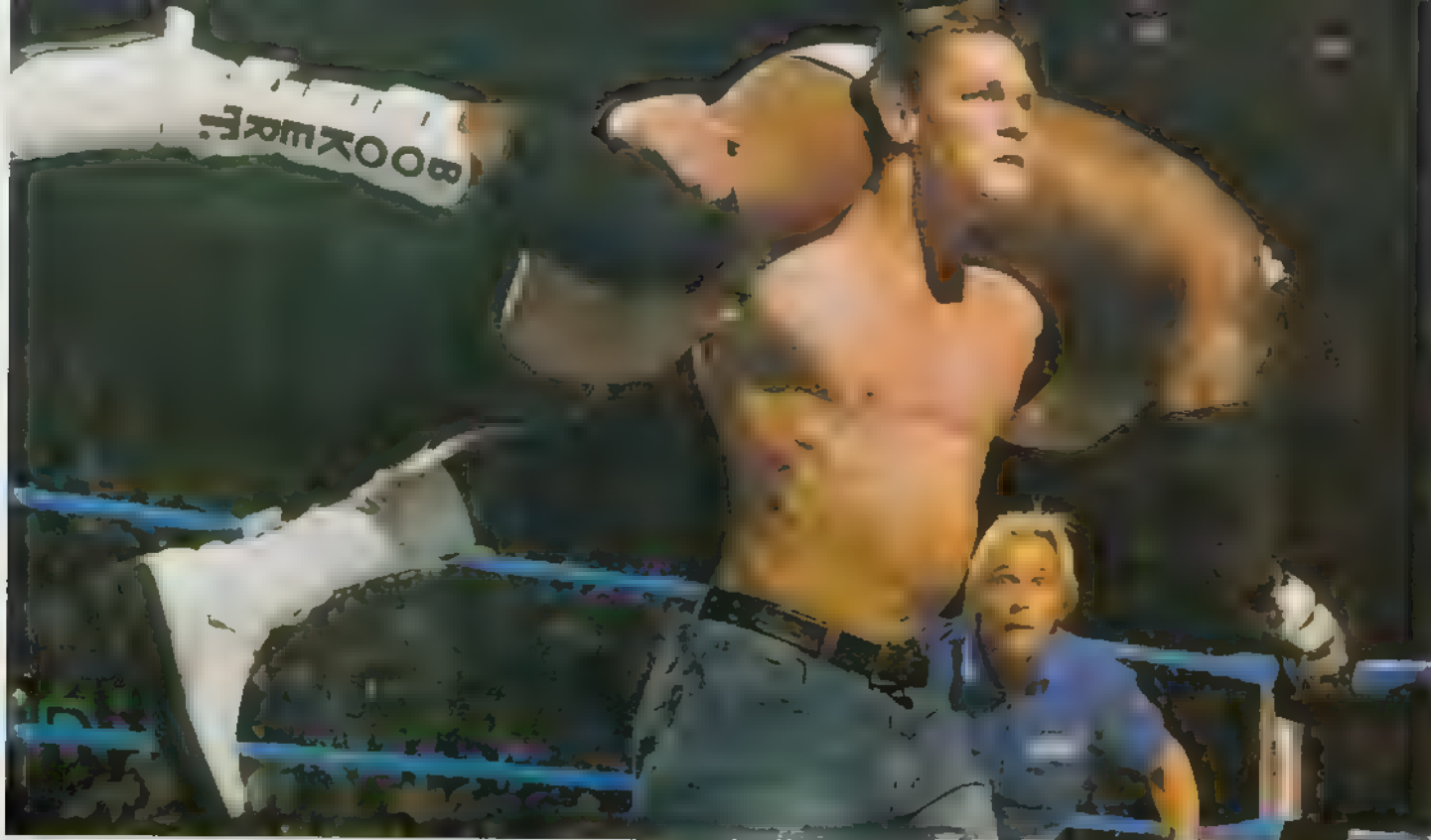
NO MERCY

Desire and Determination

MATCH-BY-MATCH RESULTS

1. Eddie Guerrero pinned Luther Reigns following a Frog Splash.
2. Spike Dudley pinned Nunzio after outside interference from Bubba Ray Dudley to retain the Cruiserweight Championship.
3. Billy Kidman pinned Paul London with a Shooting-Star Press.
4. Kenzo Suzuki & René Duprée successfully defended the WWE Tag Team Championship against Rey Mysterio & Rob Van Dam when Suzuki pinned Mysterio following outside interference from Duprée.
5. Big Show pinned Kurt Angle after a Chokeslam.
6. In the last match of a best-of-five series, John Cena pinned Booker T as a result of the FU to win the United States Championship.
7. Rico, Charlie Haas & Miss Jackie defeated The Dudley Boyz & Dawn Marie when Rico pinned D-Von Dudley following a moonsault.
8. In a Last Ride Match for the WWE Championship, John "Bradshaw" Layfield defeated Undertaker after interference from Heidenreich and a Clothesline from Bell allowed him to place Taker in the hearse.





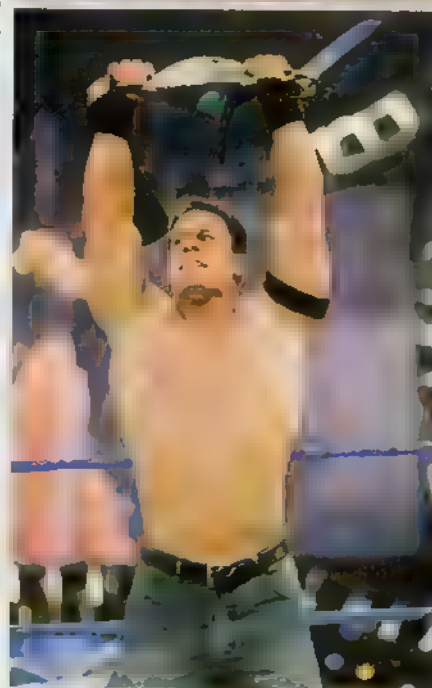
that blood was the only thing he would lose that night.

Of course, things might have gone a little bit differently had Heidenreich not seen fit to involve himself. Looking to make an impact, Paul Heyman's deranged protégé assaulted Undertaker during the bout, knocking him out and loading him into the hearse at ringside. 'Taker escaped the first time, but then JBL hit the Clothesline from Hell and loaded him into the hearse for good to allow the transplanted New Yorker to keep his coveted WWE Championship.

If that had been all, Heidenreich would already be guilty of a serious offense. But he wasn't about to stop there. As the hearse pulled out of

the arena, he blindsided the vehicle in a pickup truck, crushing the entire left side and leaving fans watching live on pay-per-view in complete panic as to Undertaker's condition.

In the pivotal match in the best-of-five series for the U.S. title, Booker T just couldn't get the job done, losing his championship to former champ John Cena. With the series tied at 2-2, tensions ran high in the Continental Airlines Arena. But Cena wasn't about to let the pressure get to him. Knowing it was up to him to take the fight to Booker, he did exactly that, punishing the former five-time WCW Champion with a



(Near left) Big Show gives Kurt Angle a bird's-eye view of the Jersey crowd using his unfathomable power to claim victory. (Top) Referee Charles Robinson looks on as John Cena lifts Booker T for the FU, after recovering from a spine-buster en route to reclaiming the United States Championship.



barrage of offensive maneuvers.

In the end, it was the FU, the same move that has given Cena so many victories in the past, that enabled the Doctor of Thuganomics to retake the championship that was stripped from him by former general manager Kurt Angle. Unfortunately, he had no way of knowing just how short-lived the celebration would be, as only four days later, he would lose the title to Carlito Caribbean Cool in his *SmackDown!* debut, in perhaps the year's biggest shocker.

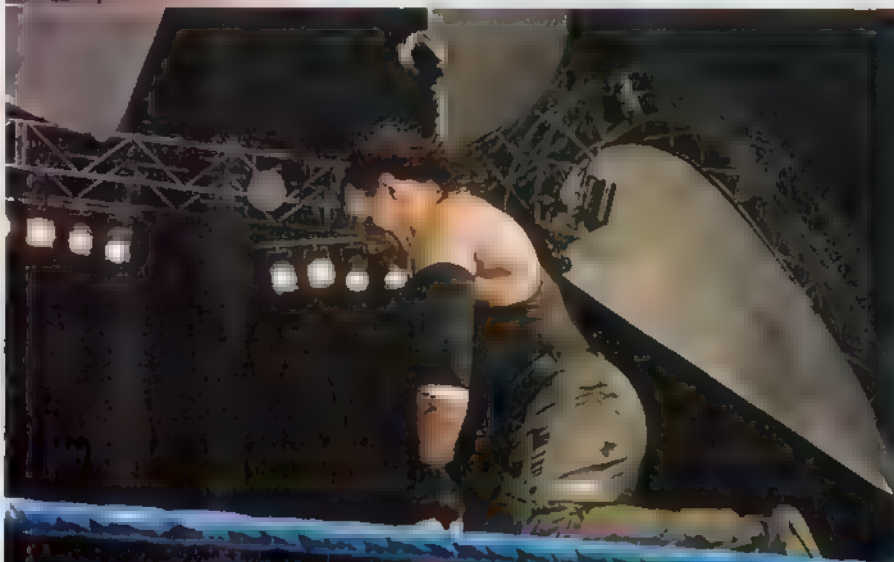
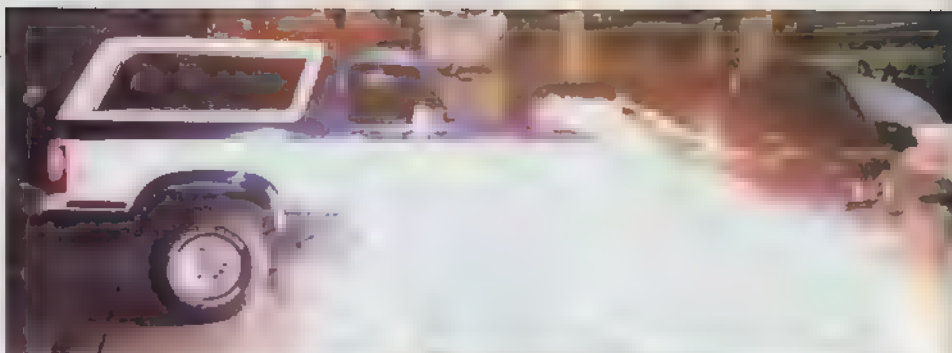
Revenge was the order of the night for Big Show, as he got a measure of satisfaction against Kurt Angle in their explosive grudge match. Angle had been walking around with a target on his chest ever since he had the temerity to shave Big Show's head during *SmackDown!*'s fifth anniversary episode some days before. Now, it was finally time for him to pay the piper.

As Big Show emerged on the ramp completely bald for the first time in public, the look of determination on his face was a clear indication of the kind of night that awaited Angle. And try as he might, he was unable to halt the tide of Show's aggression. Despite his flawless amateur know-how, the sheer power of Big Show was too much to bear. Kurt even tried the dart gun he used against Big Show on the night of the head-shaving incident, but Show grabbed the gun and broke it over his knee.

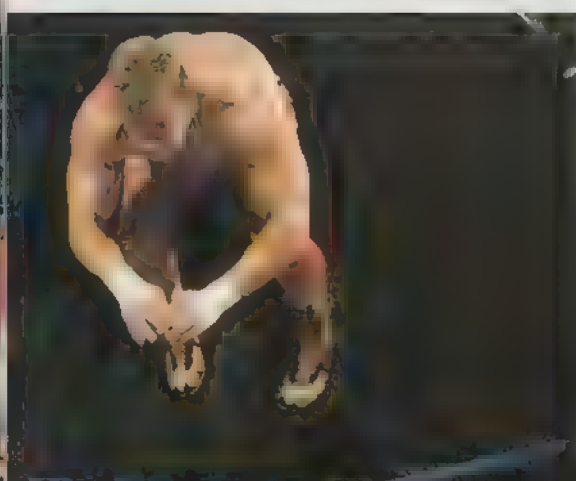
Unlike the events of WWE's last pay-per-view at the Continental Airlines Arena, the 2001 *King of the Ring*, in which Angle bested Shane McMahon in a hard-fought Street Fight, *No Mercy* was not Kurt's night. A devastating Chokeslam was enough to put his lights out and certainly make him think twice before messing with WWE's biggest Superstar again.

In addition to the WWE Championship and United States Championship, *No Mercy* featured two other amazing title matches. The team of Kenzo Suzuki & René Duprée somehow managed to pull off a successful defense against the more experienced duo

(Top) Heldenreich rammed his truck into Undertaker's hearse, causing it to burst into flames. **(Right)** Taker soars high with his "old school" leap off the tope rope. As if that weren't enough, Undertaker also planted a bloody JBL through the announcers' table (inset).



(Near right) Luther Reigns tried to put the hurt on Eddie Guerrero throughout the match, using variations of the backbreaker with the intention of not just earning a victory, but crippling Latino Heat. (Right) Luther may be dazed, but he turns just enough to see Latino Heat about to put him out for good with the frog splash.

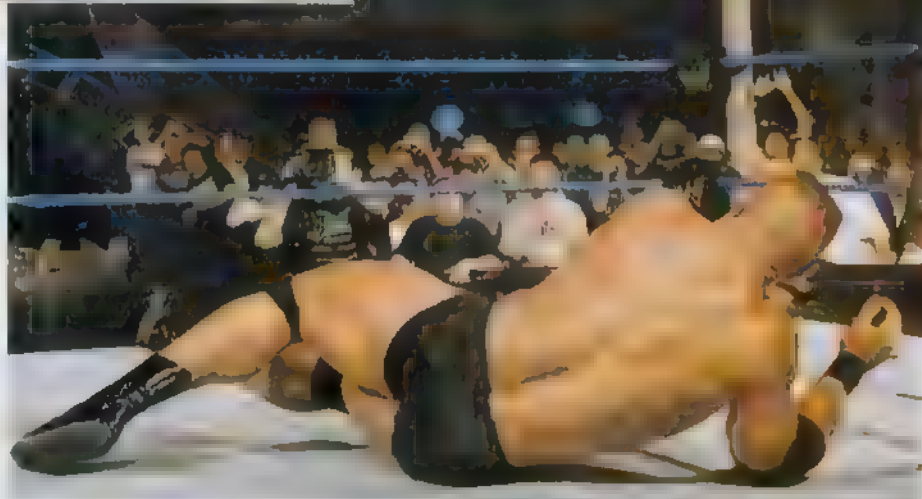


of Rey Mysterio & Rob Van Dam to keep their WWE Tag Team Championship. With Hiroko and Fifi in tow, Suzuki & Duprée used every trick in the book to throw off the game of Mysterio & Van Dam.

The crowd was less than enthused to see such an anti-American tandem emerge victorious, but that didn't matter to the Japanese/French combination. With Mysterio about to go for the West Coast Pop against Suzuki, Duprée was more than happy to illegally trip him up in the ropes, making him easy prey for a pinfall at the hands of Suzuki. RVD has previously held the World Tag Team titles with Kane, and Rey Mysterio is no stranger to the WWE Tag Team titles, having held them with Edge in 2002. But on this night, they would have to take solace in those past accomplishments, as the gold stayed firmly put.

The evening's first title match featured Spike Dudley defending his Cruiserweight Championship against Nunzio. The scrappy Italian had earned the shot after beating Spike in a non-title match earlier in the week on *SmackDown!* But with the title on the line, the cagey Spike was not about to allow the same thing to happen again. Utilizing some help from brother Bubba Ray on the outside, Spike successfully put Nunzio down for the count, continuing his reign of terror in the cruiserweight division.

Former WWE Champion Eddie Guerrero proved he's still a force to be reckoned with by taking out the massive Luther Reigns in true "Latino Heat" fashion. Guerrero's anger over the manner in which Kurt Angle had caused him to lose the title to JBL in June clearly transferred over to Reigns,



Angle's bodyguard, who had seen fit to make Eddie's life a living hell ever since the gold had left his waist.

But Guerrero had enough. Living up to his reputation for underhanded tactics, Eddie was not above cheating every chance he got in order to keep the advantage against the much-larger Reigns. A nightstick stolen from a ringside police officer was more than enough to help Guerrero put Reigns' lights out for good, and by that point, the three-count was a foregone conclusion. It's quite clear that Guerrero has a lot left to accomplish, and will certainly remain in the hunt for the sport's top prize, the WWE Championship.

Perhaps nowhere were emotions more on edge than in the inter-gender tag team match that saw Rico, Charlie Haas & Miss Jackie take on the Dudley Boyz & Dawn Marie. In this case, the heated passion stemmed from



Eddie Guerrero™:
SmackDown!™ appearance
(3 points)

Christy:
Raw® appearance
(3 points)

Big Show®: Finishing Move
(5 points)

Ric Flair®: DQ
(-4 points)

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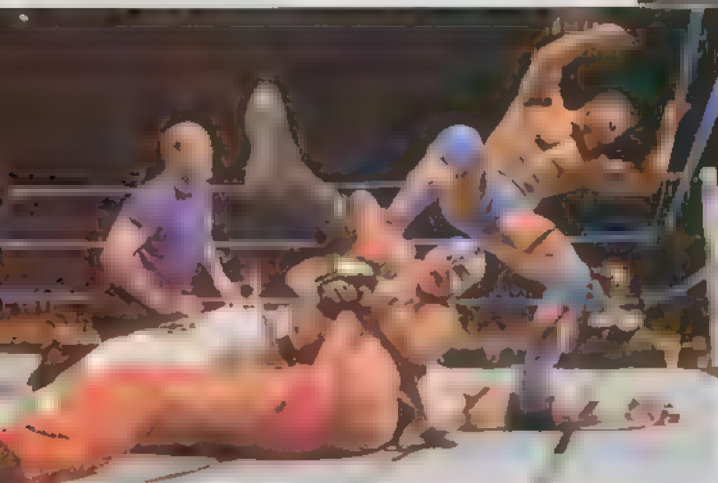
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(Right) Rey Mysterio rounds the ropes as he clocks Kenze Suzuki with a 619, but Suzuki's partner, René Duprée (below) is at the ready to stop Rey from gaining the victory. Duprée's distraction allowed Suzuki to pin Rey and retain the WWE Tag Team titles.



the fact that Dawn Marie appeared to putting the moves on Miss Jackie's fiancé, Charlie. With the engagement just announced, Miss Jackie and her friends were not about to let Dawn Marie get away with it, despite her having backup from Bubba Ray & D-Von.

With Miss Jackie and Dawn Marie battling outside the ring, Charlie and

moonsault from Rico. Three seconds later and the flamboyant threesome was celebrating victory. Nevertheless, the issue between Miss Jackie and Dawn Marie seemed far from settled.

But if anyone other than Heidenreich embodied what *No Mercy* is all about, it had to be Billy Kidman. For weeks, he seemed to be agonizing over the damage he had done to Chavo Guerrero with his Shooting Star Press, and it was this issue that contributed greatly to the breakup of his promising tag team with Paul London. But before long, it became clear that Kidman was not above taking his frustrations out on London, and perhaps he wasn't as remorseful as he seemed.

Working on London's midsection

throughout their match, Kidman carefully set up his former partner for what would be the dramatic return of the Shooting Star Press. The dangerous maneuver gave Kidman an easy victory and left London lying prone in the ring, bleeding from the mouth from apparent internal injuries.

But that wasn't enough for Kidman, who performed another Shooting Star Press on London after the paramedics had already strapped him to a gurney. This is definitely a new Kidman, and the shocked fans on hand didn't quite know what to make of the shocking turn of events.

But, then again, perhaps that same comment could apply to *No Mercy '04* in its entirety. It was a night of high drama and unparalleled intensity, both of which invariably produced startling results. In this case, the results will surely have a profound effect on *SmackDown!* for some time to come ■

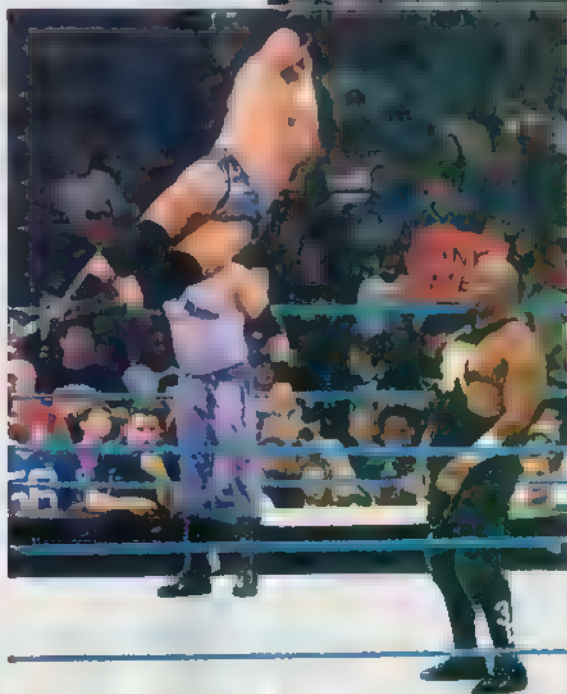


(Left) Nunzio crushes Spike with a guillotine legdrop off the second rope. (Right) Nunzio blocks Spike's punch and is set to deliver a hard right of his own. In the end, Spike held on to his coveted Cruiserweight Championship. By hook or by crook.

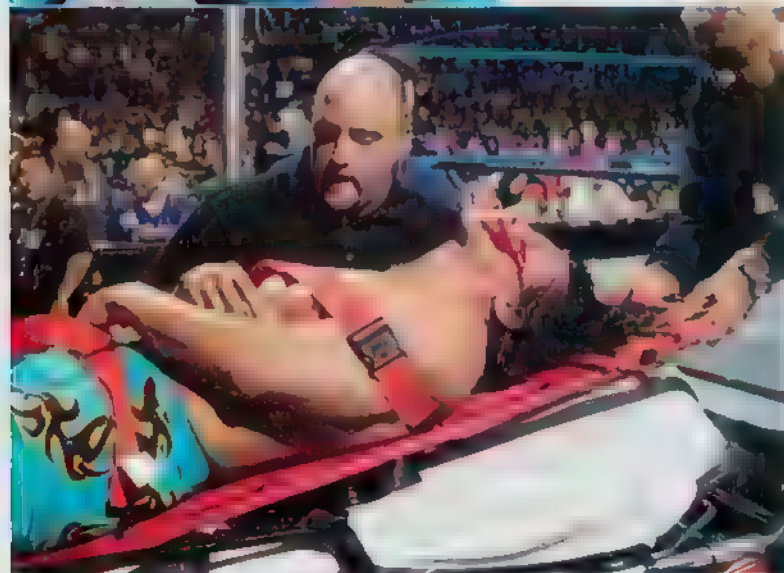
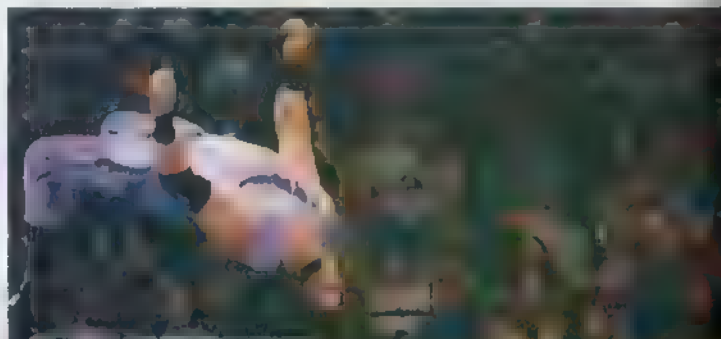




The crowd in New Jersey spent plenty of time looking up, not for planes flying out of nearby Newark airport, but watching in amazement as Kidman, London, Huns and Rico all took to the air during their matches. Billy Kidman executes the dangerous Shooting Star Press onto Paul London (left), and as a result, London had to be carried out on a stretcher due to internal injuries (bottom left).



Bubba Ray Dudley (bottom right)—patiently waiting for a kiss from Miss Jackie—is instead about to get some unwanted attention from the Gambayard Rico. Charlie Huns knocks out a surprised D-Von Dudley with a flying forearm (center), which was followed by an amazing moonsault by Rico (top) that insured the victory for his team.



A professional wrestler is shown from the waist up, wearing a black singlet with orange trim. He has a beard and is looking directly at the camera with a slight smile. The background is a blurred, warm-toned arena setting.

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Tenta Faces His Toughest Challenge

John Tenta, better known to WWE enthusiasts as Earthquake, has had some extraordinary moments throughout his legendary career. He's faced Hollywood Hogan in the main event at *SummerSlam*, put Andre the Giant out of action, and shocked the world by squashing Jake "The Snake" Roberts' pet snake, Damien. But of all the battles Tenta's been through, nothing compares to the one he faces now.

Earlier this year, while visiting his doctor for a routine checkup, Tenta was diagnosed with advanced bladder cancer. At first, he'd assumed that his symptoms were diabetes related—Tenta has had diabetes for 16 years—but further tests indicated that his condition was far more serious.

"My whole life really has changed," says Tenta from his home in Texas "I'm disabled right now—I can't work, I can't do anything. I had my bladder removed and replaced with a new one, made up of my small intestine, which I'm learning how to use now. The surgery took out the main tumor, but in the mean time, another tumor has formed in my left lung, and I have enlarged lymph nodes in my heart.

"If you listen to the doctors, then I have about a year to live," he says. "But, at this point, I just don't believe that my life is going to be that short—I believe that I'm going to live for a few more years. So, it's been a life-changing event for me. I don't think about dying within a year, but in the back of my mind, I know I have to be realistic. I have to



In his prime, Earthquake was a mountain of a man, as he demonstrates at left by dropping his massive frame on the "Immortal One," Hollywood Hogan.



prepare for the worst, and hope for the best."

Upon learning of his illness, Tenta was forced to hang up his tights, which put an end to a stellar career that spanned the better part of two decades. Still, even though Tenta can no longer dominate opponents in the ring, he keeps up with the current scene—something he's been doing since he was 6 years old.

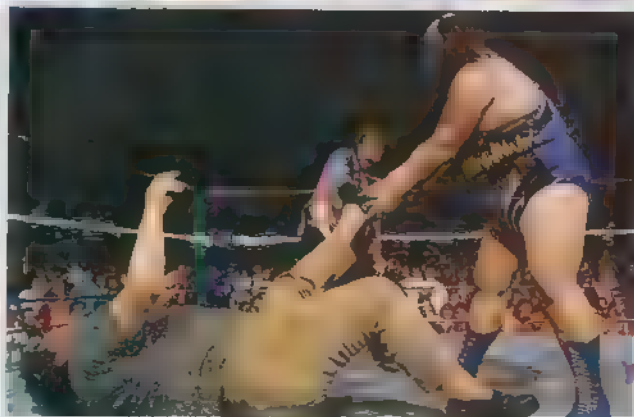
"My grandfather watched it, my father watched it, and then I got hooked," he says. "Growing up, into my teenage years, I got to see a lot of future WWE Superstars, like Jimmy Snuka, Jake Roberts, Andre the Giant, Terry Funk, and even a young Robert Remus, who went on to become Sgt. Slaughter."

Growing up in the small Canadian town of Surrey, British Columbia, the future Earthquake played basketball, rugby and wrestled in high school, before he headed to Louisiana State University on a wrestling scholarship. During his amateur wrestling tenure, the bulky grappler was a multi-time Canadian National Champion, as well as a Junior World Champion—the first Canadian to do so.

After college, Tenta traveled to Japan, where he used his massive girth in the sport of sumo wrestling. In his first year, he went 24-0, a benchmark that he believes may still be a record for gai-



Among the various highlights of Tenta's career include squashing the python Damien (left), putting Andre the Giant on the shelf (right), and capturing the World Tag Team titles with Typhoon (above right). Conversely, among the low points of his career was competing for WCW as Avalanche (above).



jin (foreigners). From there, Earthquake moved on to Japanese pro wrestling.

"Because I was undefeated in sumo, I was famous [in Japan]," Tenta says. "When I quit sumo, it caused a huge controversy over there, because the two big promotions, All Japan and New Japan, both wanted me. I went with All Japan."

During the next few years, Tenta got married and moved his family back to Canada and he continued to travel back and forth to Japan every few weeks. But as the schedule got to the big man, he began to send tapes to WWE, and within a matter of months, he received a tryout. In mid-1989, during a showdown between Dino Bravo and Ultimate Warrior, Earthquake was "randomly" picked out of the crowd to sit on the two combatants' backs while they each did push-ups. After Bravo executed several gut-wrenching push-ups with Tenta on his back, the Warrior attempted to do the same, but instead of merely sitting on Warrior's back, the giant Earthquake leaped up and dropped his 400-plus pounds onto

Warrior's midsection.

"I really wasn't expecting to have such a huge debut," Tenta says. "Over in Japan, there is a hierarchy, where you have to work your way up, so I just expected the same thing over here. Then, the next thing I know, I'm accompanying Dino in the main events, as kind of his back-up/bodyguard. So, it was just a real surprise to come in and be involved with guys like Warrior and Hogan, who were two of the hottest names at that time. It was just a level that I didn't expect to reach so early in my career."

"I also enjoyed being teamed with Bravo," he says. "We traveled together, stayed at the same hotels, shared cars, and drove together everywhere—we were pretty close. He had a nickname of Dino the Grouch, but around me, he always had me laughing. He was kind of my mentor, in that I really still didn't know a lot about how the business worked in North America, and I didn't know my way around the circuit. So he was like my big brother—he showed me the ropes."

As Tenta's career took off, his high-lights stockpiled. At *SummerSlam '89*, Earthquake faced Hogan in the main event, and, five months later, he and Hogan were the final two in the 30-man *Royal Rumble*. Still, what many fans consider to be his most notable undertaking was the night when he executed his patented Earthquake finisher on Damien—apparently crushing Roberts' pet python.

"Killing an animal on TV is very controversial, and it turned out to be a big deal," Tenta says. "Somehow the ASPCA found out, and they were right backstage after the attack, waiting for me and waiting for the snake to find out if it was really dead."

Following his fierce rivalry with Roberts, Earthquake formed a tag team with Tugboat, who was rechristened Typhoon, and the two behemoths became known as the Natural Disasters. Within a very short period of time, they dominated the tag-team division and defeated Money Inc. for the World Tag Team titles in July 1992.

"I really enjoyed being part of that team," Tenta says. "Typhoon is a super guy, and he's one of the few Superstars that I still keep in contact with today. I always knew that if there was any trouble in the ring, he'd have my back. But he and I were so big and strong that we never had a problem with anyone in the company."

After going solo again, Tenta left WWE and went down to WCW, initially competing as Avalanche before he changed his name to Shark, and eventually went by his given name. But despite a higher paycheck, Tenta was miserable and counted the days until he would be free to pursue other options, including a WWE return.

"It was a horror story," Tenta says. "It was the worst decision I ever made in my life, and it killed my career. The people running it didn't have a clue what they were doing. It was all just a big waste of time, and a big mess down there. I really regret it, and while I was employed there, I actually ran into Vince [McMahon] on a plane, and he told me I'd be welcomed back anytime."

Once his contract expired, Tenta

returned to Japan and toured England. He focused on conditioning and lost a good deal of weight. Before long, he was asked to return to WWE as a masked member of the Oddities, known as Golga. And while his previous identity was never publicly acknowledged, he executed the same Earthquake finisher, which left many fans wondering if the two shared a connection.

"A lot of people knew it—stuff like that always gets out—but I did the best that I could," Tenta says. "I actually wore the mask to the building, but people found out anyway because there was one incident in Dallas where William Regal pulled off my mask, and people saw my face. So, while a lot of people knew, there were others who didn't. I'd even heard rumors that they were going to let me take the mask off, so I was really excited about that, because I really wanted to compete as Earthquake one last time before my career was over."

Following his second exodus, Tenta lessened his schedule, and began to train students at his wrestling school. At *WrestleMania X-7*, he donned the Earthquake tights once again, and competed in the Gimmick Battle Royal. In late 2002, he made his final WWE appearance, taking on one of his students in a non-televvised match in Tampa, Florida.

Tenta remained active until he was forced to retire after tests revealed that he had bladder cancer. Now, he braces himself for his toughest battle yet. And just like he's done throughout his career, Tenta has no intentions of giving up.

"Right now, I'm going through the third course of chemotherapy," he says. "I've gone through two cycles already—each consisting of four days—and I'll find out soon if the chemo is helping me or not. Basically, my family and I are trying to keep everything upbeat, because I don't want a depressing house. I don't think that's good for me or the

family. We face it when we have to. We talk about it from time to time, but not that often. We've sat down and had our major talks, but we try not to dwell on it. Until I become bed-ridden, we're not really going to worry about it."

Recently, Tenta and his family were given an incredible lift, courtesy of WWE, when the foursome attended a live event in Beaumont, Texas, and received the royal treatment.

"Triple H basically acted as the host for us, and he made sure that my kids got T-shirts and programs," Tenta says. "Chris Benoit signed a pair of his tights for my son—so now he has a souvenir that most fans will never have a chance to own—and while they were out enjoying the show, I was running around getting [my kids'] programs signed. It was great to see the guys—everybody was awesome—and it was a great night for the family. We made a memory that we'll never forget, and we were very happy to be there." ■

John Tenta is currently penning an autobiography, filled with memories, classic moments, and inspirational stories from his incredible life and career. It should be available in the near future.

WWE wishes him all the best in his fight against cancer.

During his final WWE stint, Tenta wore a brown leather mask and referred to himself as Golga.





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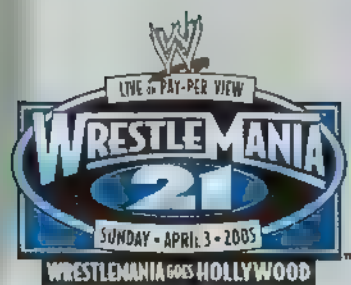
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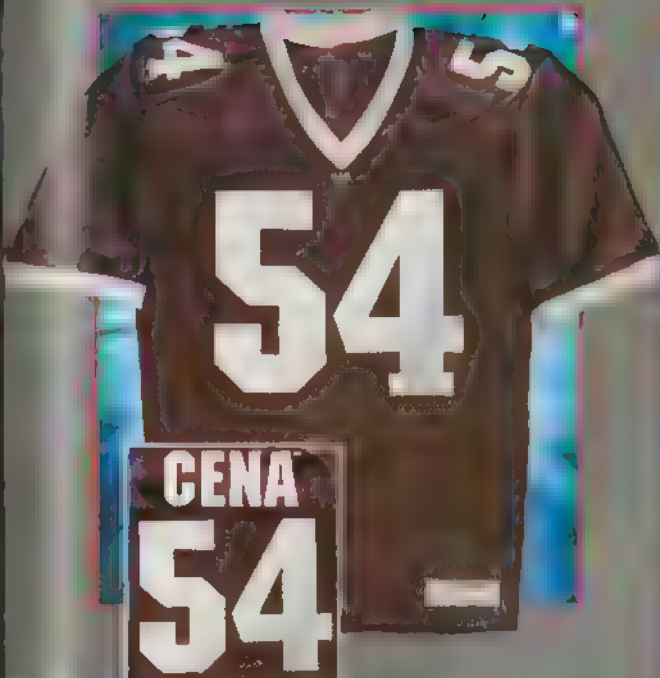
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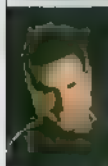
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If you were a kid who dreamed of taking over the house, turning it into a skateboarding park, and making your parents' lives a living hell, this is the DVD set for you.

Bam & Co. Declare Open Season on Mayhem

By Anthony Gall



Bam Margera and his gang are back, picking right up where their *Jackass* escapades left off, and pushing the envelope like never before. In these eight crazy episodes, Bam takes parent hazing to the extreme, terrorizes his neighborhood, and even gets himself and his family kicked out of their township. But the insanity doesn't stop there. Bam takes the show to Las Vegas, where his parents renew their vows (complete with full Elvis regalia), his friend Raab Himself marries a Russian mail-order bride, and his uncle, Don Vito, gets a chin-patch made of Bam's body hair to complement his newly dyed blue

hair. Sound insane? Well, it is!

Bam, West Chester, Pennsylvania's most rebellious son, does whatever he wants, whenever he wants. His antics include turning his entire house into a castle (complete with moat, elephants and a draw bridge), wrecking his father's van, transforming the family dining room into an ice skating rink, tearing up the front yard with an impromptu motor rally, dropping a piano from a wrecking ball, painting the entire kitchen blue, in addition to many, other mischievous and hilarious acts. Bam even organizes an unorthodox

scavenger hunt, in which the only way to win is by committing the most acts of self-deprecation within a certain period of time.

There's much more to this two-disc set than just the complete first season. It also contains optional "uncommon-tary", where Bam and the crew give their never-before-heard takes on every episode. The second disc is filled with bonus features, such as deleted

scenes, the complete

scavenger hunt list, a photo gallery, MTV trailers, Q&A with Bam's crew, four music videos and hidden Easter eggs. ■



Wildboyz: Season One

The Crocodile Hunter might be exciting, and the National Geographic channel may feature some compelling nature programs, but nothing brings viewers closer to the outdoors than MTV's *Wildboyz*.

Jackass alumni Steve-O and Chris Pontius take nature to the extreme and put the "wild" back in wilderness, as the pair visit six exotic locations filled with dangerous wildlife for them to play with. That's right, unlike those other nature shows, these two

fearless explorers get so close to the action that they become part of it.

Throughout the eight episodes, Chris and Steve-O get bitten, scratched and stung countless times—while scuba diving with alligators, piggy-back racing

ostriches,

horsing

around

with scorpions,

eating

crackers off

ornery rattle-

snakes' heads,

and swimming

the ocean with

killer whales

and great white

sharks. According

to dangerous ani-

mal expert Manny

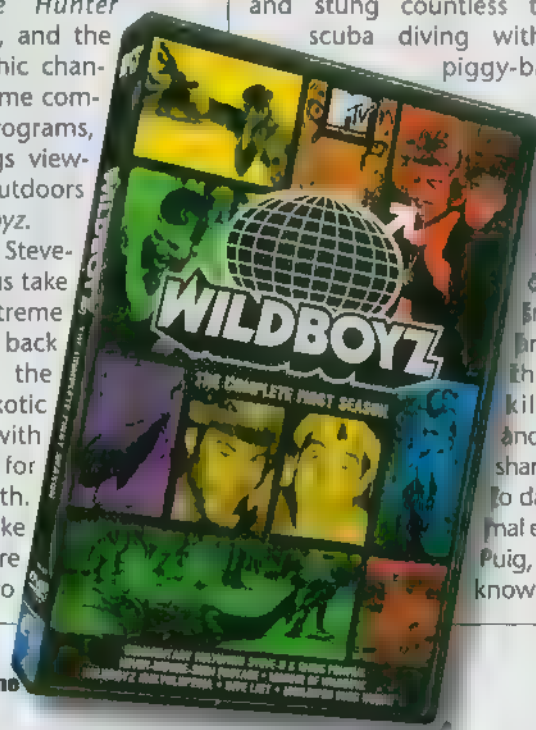
Puig, if one didn't

know better, one

might actually think that the two co-hosts were idiots. Then again, anyone who would feed a pack of hungry wolves a breast of chicken that's attached to their backside has to be at least a little unbalanced.

Just like *Viva La Bam*, there's much more to this two-disc set than just the complete first season. It also contains optional commentary with Chris, Steve-O, and the show's creators, as well as a second disc full of bonus features, including bonus footage, outtakes, a *Wildboyz* encyclopedia, bios & interviews, a list of the 'Boyz bites, MTV trailers, a photo gallery, music videos by the band Turbonegro, and hidden Easter eggs.

So, before you plan your next camping trip, sit back, relax and watch these two unorthodox "scientists" show you what can happen when you intentionally anger some of the world's most dangerous species. ■



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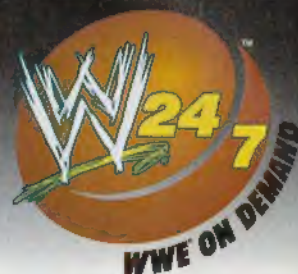
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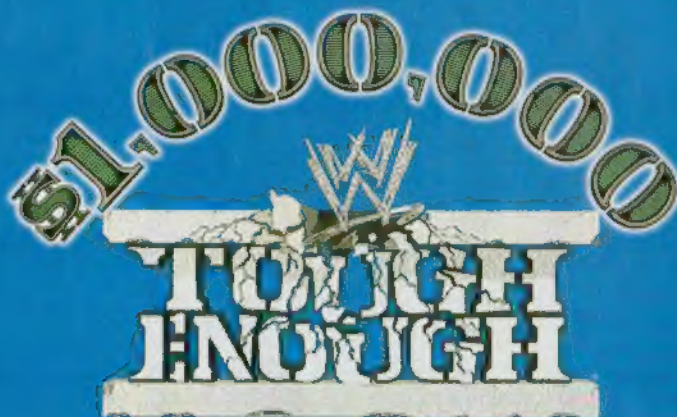
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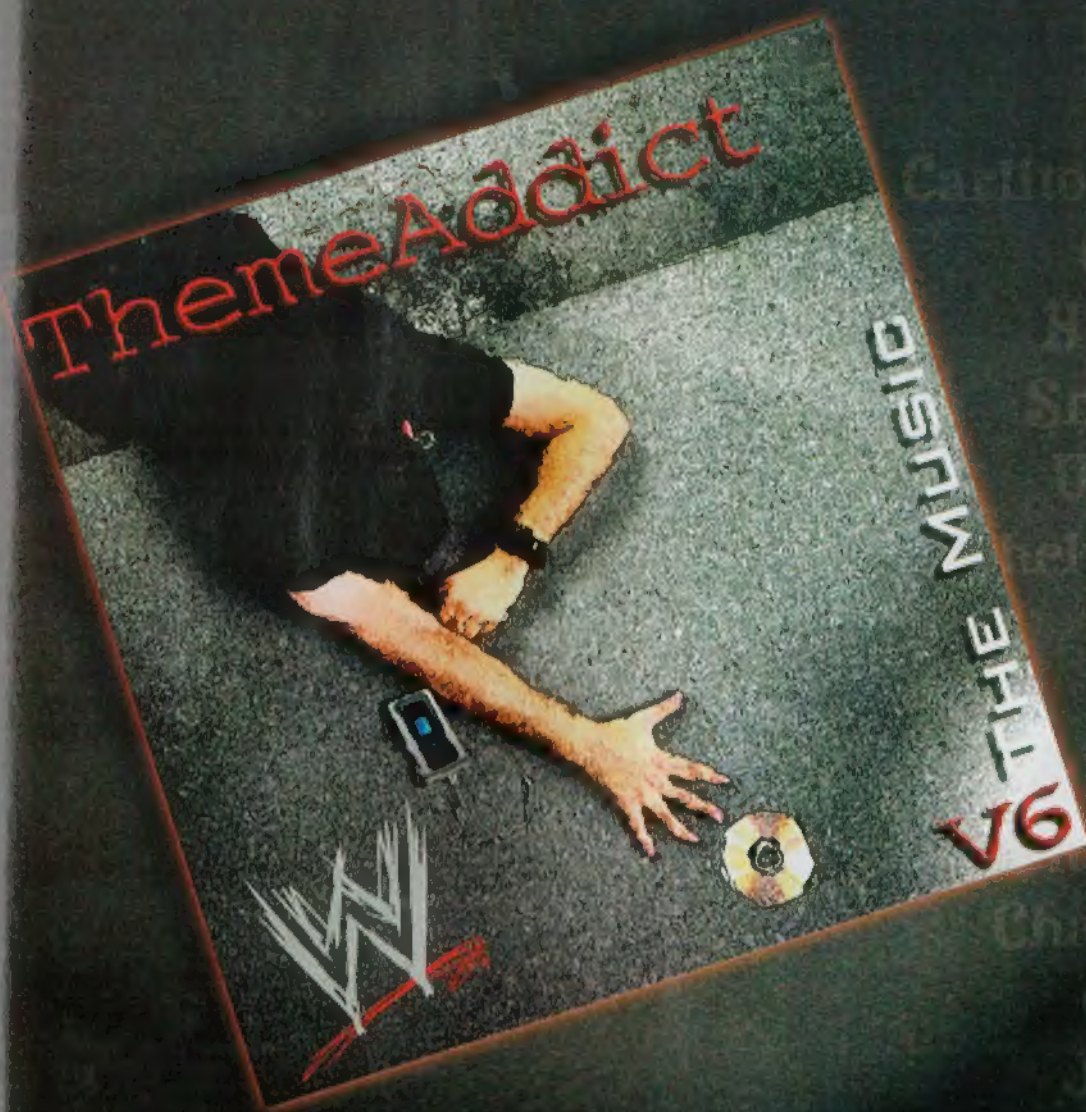
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Theme Junkie?



Featuring 17 never-before-released tracks including the entrance themes of Evolution, John "Bradshaw" Layfield, Carlito Caribbean Cool, a re-mix of Undertaker, the new *SmackDown!* theme performed by Drowning Pool, and a bonus track written and performed by John Cena.

Includes bonus DVD featuring extended versions of WWE Superstar entrance videos.

Available Tuesday, November 16

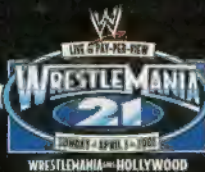
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Dead Man Triumphant



Undertaker and Paul Bearer bask in the glory backstage following 'Taker's shocking victory over Hollywood Hogan for the WWE Championship at the 1991 *Survivor Series*. They would not have long to bask, as Hogan would regain the gold just six days later.